A 338 - 3.4 U
1/87

March 13, 1987

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended December 31, 1986

This supplement provides circulation data on publications that filed their regular December 31, 1986 Publisher's Statements subsequent to preparations of FAS-FAX report. Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

Audit Bureau of Circulations
900 N. Meacham Road
Schaumburg, IL 60173-4968

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/85 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ABC NETWORK GROUP			1,333,862	292,143	1,626,005	1,442,438	351,683	1,794,121	-7.5	-16.9	-9.4
AMERICANA	3	2.50	320,609	10,114	330,723	350,326	15,598	365,924	-8.5	-35.2	-9.6
ARKANSAS TIMES MAGAZINE	6	1.75	28,270	3,586	31,856	27,056	4,224	31,280	+4.5	-15.1	+1.8
THE ATLANTIC MONTHLY	6	2.00	404,346	52,581	456,927	421,259	43,967	465,226	-4.0	+19.6	-1.8
ATTENZIONE	3	3.00	87,927		87,927	98,941	1,062	100,003	-11.1	-100.0	-12.1
BMX PLUS!	6	2.00	23,828	78,178	102,006						
BOP	6	1.95	20,166	156,749	176,915						
COMPUTE!	6	3.00	254,507	75,270	329,777	242,991	107,855	350,846	+4.7	-30.2	-6.0
COMPUTE!'S GAZETTE	6	3.00	167,885	107,576	275,461	179,295	117,597	296,892	-6.4	-8.5	-7.2
CONSUMERS DIGEST	4	2.00	867,154	34,516	901,670	932,223	17,815	950,038	-7.0	+93.7	-5.1
CYCLIST	4	2.50	23,046	44,642	67,688						
DETROIT MONTHLY	6	1.50	33,526	6,841	40,367	32,642	7,545	40,187	+2.7	-9.3	+0.4
DISCOVERY	2	.75	1,448,446		1,448,446	1,374,945		1,374,945	+5.3		+5.3
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	39,235	14,962	54,197	28,394	8,446	36,840	+38.2	+77.1	+47.1
EDUCATION WEEK	16	2.00	36,515		36,515	38,406		38,406	-4.9		-4.9
ELLE	6	2.50	220,446	380,329	600,775	123,238	216,487	339,725	+78.9	+75.7	+76.8
FINS AND FEATHERS	5	1.95	335,242	65,827	401,069	329,819	60,255	390,074	+1.6	+9.2	+2.8
HOME & AWAY	3	.50	1,683,669		1,683,669	1,337,291		1,337,291	+25.9		+25.9
INSTRUCTOR	4	2.50	258,567	65	258,632	258,740	98	258,838	-0.1	-33.7	-0.1
JUNIOR SCHOLASTIC	8	1.75	737,206		737,206	771,326		771,326	-4.4		-4.4
LEARNING 86	4	2.50	218,482		218,482	201,740		201,740	+8.3		+8.3
LOUISIANA LIFE	3	3.00	29,072	6,571	35,643	34,831	8,320	43,151	-16.5	-21.0	-17.4
MODERN MATURITY	3		14,973,019		14,973,019	12,639,002		12,639,002	+18.5		+18.5
NRTA/AARP NEWS BULLETINS	5		14,409,661		14,409,661	12,175,971		12,175,971	+18.3		+18.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/85 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
OKLAHOMA HOME & GARDEN	5	2.00	5,939	2,033	7,972	6,484	1,732	8,216	-8.4	+17.4	-3.0
OPEN WHEEL	3	2.95	20,865	31,325	52,190	18,818	29,164	47,982	+10.9	+7.4	+8.8
PLANE & PILOT	6	2.50	47,902	19,794	67,696	51,092	19,788	70,880	-6.2	+0.0	-4.5
RUNNER'S WORLD	6	2.50	216,928	72,948	289,876	211,556	74,799	286,355	+2.5	-2.5	+1.2
SCHOLASTIC HIGH SCHOOL NETWORK			2,161,626		2,161,626	2,240,596		2,240,596	-3.5		-3.5
SCHOLASTIC MAGAZINES			2,898,832		2,898,832	3,011,922		3,011,922	-3.8		-3.8
THE SCIENCES	3	3.00	51,969	12,382	64,351	50,560	7,114	57,674	+2.8	+74.1	+11.6
SHEET MUSIC MAGAZINE	4	2.75	232,125		232,125	222,723		222,723	+4.2		+4.2
SOAP OPERA DIGEST	14	1.50	284,839	564,546	849,385	305,520	444,131	749,651	-6.8	+27.1	+13.3
SOUTH FLORIDA HOME & GARDEN	6	2.50	17,672	2,490	20,162	17,117	3,016	20,133	+3.2	-17.4	+0.1
SPECTRUM	6		256,980		256,980	251,094		251,094	+2.3		+2.3
TOURING & TRAVEL (US EDITION)	2		884,240		884,240						
US	13	1.50	634,972	386,316	1,021,288	577,981	371,105	949,086	+9.9	+4.1	+7.6
CANADA											
CANADIAN YACHTING	6	2.50	20,019	3,525	23,544	21,313	2,604	23,917	-6.1	+35.4	-1.6
COMBINED STATEMENT FOR CANADIAN YACHTING AND PACIFIC YACHTING			31,624	8,656	40,280	32,081	8,170	40,251	-1.4	+5.9	+0.1
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.50	148,851	13,591	162,442	152,177	10,599	162,776	-2.2	+28.2	-0.2
HARROWSMITH MAGAZINE	3	3.00	135,776	19,256	155,032	134,414	19,571	153,985	+1.0	-1.6	+0.7
FOREIGN											
VEA	26	.95	8,763	47,619	56,382	7,440	43,794	51,234	+17.8	+8.7	+10.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED 6/30/86	12/31/85
U.S.					
AEROSOL AGE	2,323	3,599	5,922	5,907	6,068
ABA BANKING JOURNAL	34,309	4,607	38,916	38,328	39,891
ACP OBSERVER	54,512		54,512	56,801	52,739
AMERICAN GLASS REVIEW	768	589	1,357	1,193	1,183
AMUSEMENT BUSINESS	12,136		12,136	12,318	12,649
ANNALS OF INTERNAL MEDICINE	92,597		92,597	94,678	91,217
ARTS & ACTIVITIES	19,593		19,593	19,466	21,418
AUTOMOTIVE NEWS	65,623		65,623	65,638	64,246
BETTER ROADS		37,842	37,842	38,170	38,234
BEVERAGE MEDIA	7,131	4,472	11,603	10,946	10,976
BILLBOARD	46,770		46,770	46,223	46,880
BOXBOARD CONTAINERS	5,288	8,224	13,512	13,442	13,324
BUSINESS JOURNAL OF NEW JERSEY	3,173	16,670	19,843	17,656	
COAL AGE	7,081	17,314	24,395	24,520	24,558
COMMERCIAL WEST	3,236	1,449	4,685	4,791	4,827
COMPUTER + SOFTWARE NEWS		43,551	43,551	42,849	41,563
COMPUTER GRAPHICS WORLD	15,749	19,097	34,846	34,878	31,414
CRAIN'S CLEVELAND BUSINESS	7,587	17,554	25,141	25,199	25,101
CRAIN'S DETROIT BUSINESS	22,252	9,177	31,429	31,178	31,198
CRAIN'S NEW YORK BUSINESS	18,933	53,716	72,649	72,781	72,804
DATA COMMUNICATIONS	42,372	8,522	50,894	50,757	46,618
DIRECT MARKETING MAGAZINE	17,096		17,096	15,883	
ELECTRONIC MEDIA	11,682	12,537	24,219	24,407	25,017
ELECTRONIC SERVICING & TECHNOLOGY	45,369		45,369	49,540	54,513

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED 6/30/86	12/31/85
ENERGY USER NEWS	13,929		13,929	14,527	14,824
ENGINEERING TIMES	60,531	12,357	72,888	73,111	72,311
FIRE COMMAND	30,537		30,537	30,596	
FIRE JOURNAL	35,614		35,614	34,131	
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	11,366		11,366	10,961	10,105
FUELOIL & OIL HEAT MAGAZINE	3,811	7,407	11,218	11,212	11,477
GRAIN AGE	429	7,729	8,158	7,775	8,583
INTERNATIONAL EYECARE	4,726	9,501	14,227	14,334	14,868
THE JEWELERS' CIRCULAR-KEYSTONE	39,071		39,071	38,732	38,696
JOURNAL WATER POLLUTION CONTROL FEDERATION	28,605		28,605	27,015	28,071
NATIONAL PETROLEUM NEWS	13,860		13,860	15,215	14,934
THE NATIONAL UNDERWRITER (LIFE AND HEALTH INSURANCE EDITION)	13,093	651	13,744	13,488	13,835
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY INSURANCE	24,905	637	25,542	25,274	25,414
NEW JERSEY SUCCESS	941	40,465	41,406	39,658	37,984
OIL AND GAS INVESTOR	5,666		5,666	6,784	7,382
PEDIATRICS	41,914		41,914	42,155	41,612
PHOTOGRAPHIC TRADE NEWS	10,847	2,072	12,919	13,515	13,610
THE POULTRY TIMES	12,476		12,476	11,771	11,655
POWER	35,686	20,719	56,405	56,420	57,946
PROGRESSIVE ARCHITECTURE	70,746		70,746	70,421	69,938
RAILWAY AGE	13,030	5,647	18,677	19,271	20,047
RAILWAY TRACK AND STRUCTURES	9,042		9,042	8,955	9,174
RSC REFRIGERATION SERVICE AND CONTRACTING	26,556		26,556	28,375	28,300

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MOS. ENDED 12/31/86 TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 12/31/85 TOTAL PAID	PUBLICATION NAME	AVERAGES FOR 6 MOS. ENDED 12/31/86 TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 12/31/85 TOTAL PAID
CANADA					
COUNTRY LIFE IN BRITISH COLUMBIA	9,673	9,661			
GRAINEWS	57,234	53,146			

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED 6/30/86	12/31/85
SEED TRADE NEWS	1,235	2,022	3,257	3,323	3,378
SUPERMARKET NEWS	55,593		55,593	55,575	55,050
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		84,647	84,647	79,216	75,281
UNDERWRITERS' REPORT	5,338		5,338	5,307	5,416
THE WATERWAYS JOURNAL	6,278		6,278	6,313	6,453
WELDING JOURNAL	32,718		32,718	30,221	32,025
WESTERN OIL WORLD	4,188	1,419	5,607	6,209	6,605
WINES & VINES	4,802		4,802	4,946	4,954
REFERENCE PERIODICALS					
DATA SOURCES	15,845		15,845	19,096	22,907
REFERENCE PERIODICALS					
CANADIAN ADVERTISING RATES & DATA	4,632		4,632	4,618	4,684

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	COLORADO RANCHER AND FARMER	THE KENTUCKY FARMER	NEBRASKA FARMER
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT		1	
NEW ENGLAND		1	
NEW YORK		18	
NEW JERSEY			
PENNSYLVANIA		6	
MIDDLE ATLANTIC		24	
OHIO		235	
INDIANA		206	
ILLINOIS		61	
MICHIGAN		29	
WISCONSIN		5	
EAST NO. CENTRAL		536	
MINNESOTA		7	
IOWA		7	103
MISSOURI		55	
NORTH DAKOTA		1	
SOUTH DAKOTA		1	191
NEBRASKA	107	1	49,432
KANSAS	375	1	498
WEST NO. CENTRAL	482	73	50,224
DELAWARE		1	
MARYLAND		13	
DISTRICT OF COLUMBIA		3	
VIRGINIA		48	
WEST VIRGINIA		34	
NORTH CAROLINA		42	
SOUTH CAROLINA		17	
GEORGIA		13	
FLORIDA		63	
SOUTH ATLANTIC		234	
KENTUCKY		28,121	
TENNESSEE		186	
ALABAMA		14	
MISSISSIPPI		1	
EAST SO. CENTRAL		28,322	
ARKANSAS		8	
LOUISIANA		3	
OKLAHOMA		2	
TEXAS		25	
WEST SO. CENTRAL		38	
MONTANA		3	
IDAHO			
WYOMING	328	1	66
COLORADO	13,456	9	547
NEW MEXICO	101	1	
ARIZONA		7	
UTAH		1	
NEVADA		2	
MOUNTAIN	13,885	24	613
ALASKA	4	2	5
WASHINGTON		2	
OREGON		2	
CALIFORNIA		13	
HAWAII	1	1	2
PACIFIC	5	20	7
MISCELLANEOUS	404		598
UNCLASSIFIED			
UNITED STATES	14,776	29,272	51,442
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	14,776	29,272	51,442
CANADA	6	42	3
FOREIGN	3		10
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			2
GRAND TOTAL	14,785	29,314	51,457

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	OKLAHOMA FARMER-STOCKMAN	OKLAHOMA/TEXAS FARMER-STOCKMAN GROUP	TEXAS FARMER STOCKMAN
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA			
SOUTH CAROLINA			
GEORGIA			
FLORIDA			
SOUTH ATLANTIC			
KENTUCKY			
TENNESSEE			
ALABAMA			
MISSISSIPPI			
EAST SO. CENTRAL			
ARKANSAS	190	190	
LOUISIANA		93	93
OKLAHOMA	55,296	55,296	
TEXAS		123,675	123,675
WEST SO. CENTRAL	**55,486**	**179,254**	**123,768**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO		1,370	1,370
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN		**1,370**	**1,370**
ALASKA	6	14	8
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII	3	7	4
PACIFIC	9	21	12
MISCELLANEOUS	1,388	2,400	1,012
UNCLASSIFIED			
UNITED STATES	**56,883**	**183,045**	**126,162**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**56,883**	**183,045**	**126,162**
CANADA	1	2	1
FOREIGN	3	12	9
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**56,887**	**183,059**	**126,172**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	COUNTRY LIFE IN BRITISH COLUMBIA	GRAINEWS
NEWFOUNDLAND		6
NOVA SCOTIA	10	47
PRINCE EDWARD ISLAND		41
NEW BRUNSWICK	1	29
QUEBEC	14	82
ONTARIO	81	829
MANITOBA	35	10,927
SASKATCHEWAN	91	26,300
ALBERTA	87	18,543
BRITISH COLUMBIA	9,249	1,253
NORTHWEST TERRITORIES		12
YUKON TERRITORY		6
MISCELLANEOUS		
UNCLASSIFIED		6
TOTAL CANADA	9,568	58,081
BRITISH COMMONWEALTH	2	
UNITED STATES	7	571
FOREIGN		153
UNCLARSIFIED		6
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		
GRAND TOTAL	9,577	58,811

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/86 SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 12/31/85 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
THE JEWISH NEWS	21,290		21,290	20,972	+1.5

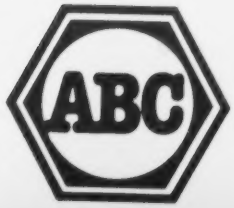
A3385.3.4U 9/87

FAS-FAX:
United States and Canadian Periodicals

Circulation averages for six months ended June 30, 1987

Magazines, Farm Publications, Business Publications, and Religious Publications

Preliminary figures subject to audit as filed with:



Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subjected to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

Copyright© 1987 by Audit Bureau of Circulations. All rights reserved except that permission is hereby granted to reproduce excerpts if following credit line is included.

Source: Audit Bureau of Circulations,
FAS-FAX Report - June 30, 1987.

ABC Magazines

United States & Canada

let your figures do the talking!

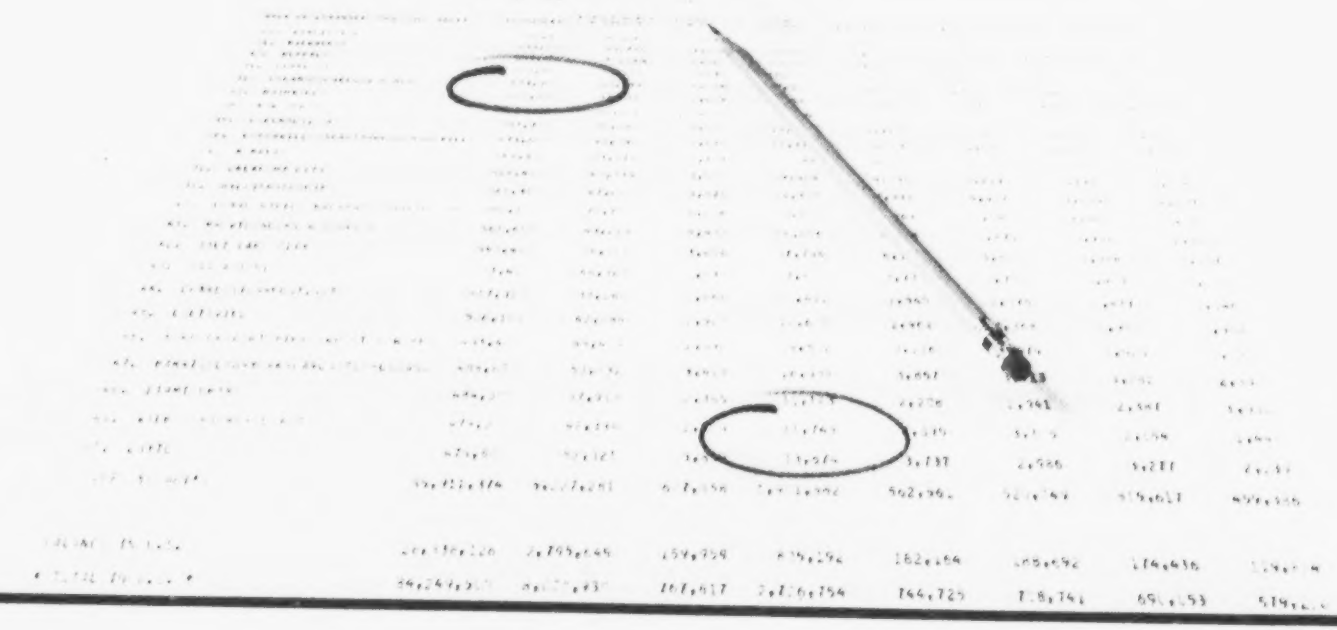
ABC's DATA BANK turns a wealth of circulation information into helpful media planning reports. Your specific marketing areas can be matched against circulation figures of major newspapers and magazines.

To learn more about how DATA BANK can help, send for the DATA BANK INFORMATION PORTFOLIO including detailed CASE STUDIES.

Audit Bureau of Circulations

For your FREE portfolio, write or call: Ms. Lisa Salems, Audit Bureau of Circulations, 900 N. Meacham Rd., Schaumburg, IL 60195. Telephone: 312-885-0910.

Providing information to make better media decisions



PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AIR & SPACE/SMITHSONIAN	3	3.50	302,410	5,972	308,382						
AIR FORCE TIMES	26	1.75	77,266	10,530	87,796	87,671	9,436	97,107	-11.9	+11.6	-9.6
THE AOPA PILOT	6	2.00	256,044		256,044	257,344		257,344	-0.5		-0.5
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.50	188,983	23,905	212,888	113,801	28,413	142,214	+66.1	-15.9	+49.7
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	47,748	10,757	58,505	49,354	11,606	60,960	-3.3	-7.3	-4.0
AMERICAN ARTIST	6	2.25	154,980	18,066	173,046	139,892	20,240	160,132	+10.8	-10.7	+8.1
ABC NETWORK GROUP			1,215,020	311,242	1,526,262	1,424,044	317,482	1,741,526	-14.7	-2.0	-12.4
AMERICAN DEMOGRAPHICS	6	6.00	23,844		23,844	15,015		15,015	+58.8		+58.8
AMERICAN FILM	5	2.50	122,586	10,646	133,232	129,501	8,578	138,079	-5.3	+24.1	-3.5
AMERICAN HANDGUNNER	3	2.50	85,825	43,531	129,356	106,960	48,094	155,054	-19.8	-9.5	-16.6
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	2.00	735,574	75,661	811,235	733,522	59,525	793,047	+0.3	+27.1	+2.3
AMERICAN HERITAGE	3	4.00	190,853	10,885	201,738	149,456	8,471	157,927	+27.7	+28.5	+27.7
THE AMERICAN HUNTER	6	2.00	1,359,643		1,359,643	1,403,337		1,403,337	-3.1		-3.1
AMERICAN LAWYER	5	30.00	18,221	3	18,224						
THE AMERICAN LEGION MAGAZINE	6	1.50	2,711,280		2,711,280	2,647,405		2,647,405	+2.4		+2.4
AMERICAN MOTORCYCLIST	6	1.25	118,361		118,361	116,929		116,929	+1.2		+1.2
AMERICAN PHOTOGRAPHER	6	2.50	217,907	36,200	254,107	218,846	35,833	254,679	-0.4	+1.0	-0.2
THE AMERICAN RIFLEMAN	6	2.00	1,372,371		1,372,371	1,360,319		1,360,319	+0.9		+0.9
AMERICAN SCIENTIST	3	4.75	122,730	1,706	124,436	122,037	1,606	123,643	+0.6	+6.2	+0.6
THE AMERICAN SPECTATOR	6	2.00	35,708	1,737	37,445	36,664	1,853	38,517	-2.6	-6.3	-2.8
AMERICANA	3	2.50	316,753	8,433	325,186	289,130	10,529	299,659	+9.6	-19.9	+8.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES			139,402	28,705	168,107	140,988	30,318	171,306	-1.1	-5.3	-1.9
ARCHAEOLOGY MAGAZINE	3	3.95	88,292	7,067	95,359	84,615	6,144	90,759	+4.3	+15.0	+5.1
ARCHIE COMIC GROUP				1,819,077	1,819,077						
ARCHITECTURAL DIGEST	6	4.50	531,817	100,418	632,235	500,271	99,875	600,146	+6.3	+0.5	+5.3
ARKANSAS TIMES MAGAZINE	6	1.75	28,122	3,594	31,716	29,891	4,800	34,691	-5.9	-25.1	-8.6
ARMY TIMES	26	1.75	113,484	18,301	131,785	121,489	18,062	139,551	-6.6	+1.3	-5.6
ARMY TIMES, NAVY TIMES, AIR FORCE TIMES COMBINED STATEMENT	26	1.75	265,103	36,916	302,019	290,237	35,164	325,401	-8.7	+5.0	-7.2
ART & ANTIQUES	6	4.75	109,466	6,997	116,463	91,299	2,289	93,588	+19.9	+205.7	+24.4
ART IN AMERICA	6	4.75	47,280	9,468	56,748	47,099	9,010	56,109	+0.4	+5.1	+1.1
THE ARTIST'S MAGAZINE	6	2.00	165,360	20,800	186,160	156,543	16,815	173,358	+5.6	+23.7	+7.4
ARTNEWS	5	4.50	61,984	9,732	71,716	60,162	9,889	70,051	+3.0	-1.6	+2.4
ASTRONOMY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ATLANTA MAGAZINE	6	1.95	52,882	5,418	58,300	50,281	8,661	58,942	+5.2	-37.4	-1.1
THE ATLANTIC MONTHLY	6	2.00	409,863	47,480	457,343	425,106	38,300	463,406	-3.6	+24.0	-1.3
ATTENZIONE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AUDIO	6	2.25	108,203	41,900	150,103	110,156	40,050	150,206	-1.8	+4.6	-0.1
AUDUBON	3	3.00	425,088	9,899	434,987	399,144	6,788	405,932	+6.5	+45.8	+7.2
AUTOWEEK	26	1.25	181,200	3,972	185,172	161,709	3,234	164,943	+12.1	+22.8	+12.3
BACKPACKER	3	2.95	137,311	34,800	172,111	139,395	33,784	173,179	-1.5	+3.0	-0.6
BALTIMORE MAGAZINE	6	1.75	48,452	6,639	55,091	48,050	6,940	54,990	+0.8	-4.3	+0.2
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	1.75	155,272	139,841	295,113	153,162	130,342	283,504	+1.4	+7.3	+4.1
BASEBALL DIGEST	6	1.95	216,717	29,028	245,745	213,399	27,001	240,400	+1.6	+7.5	+2.2
BASSIN	5	1.95	209,497	24,608	234,105	189,928	26,334	216,262	+10.3	-6.6	+8.3
BASSMASTER MAGAZINE	5	2.00	509,079	16,787	525,866	434,928	18,852	453,780	+17.0	-11.0	+15.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
BEAUTY DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BETTER HOMES AND GARDENS	6	1.50	7,529,963	563,667	8,093,630	7,496,702	515,333	8,012,035	+0.4	+9.4	+1.0
BMX PLUS!	6	2.50	28,592	74,816	103,408	19,706	57,191	76,897	+45.1	+30.8	+34.5
BICYCLING	5	2.50	181,426	85,039	266,465	183,746	68,581	252,327	-1.3	+24.0	+5.6
BILL MAZEROSKI'S BASEBALL	1	3.99		231,345	231,345		206,806	206,806		+11.9	+11.9
BIRD TALK	6	2.00	85,116	20,213	105,329						
BLACK ENTERPRISE	6	1.95	229,549	11,786	241,335	224,355	10,405	234,760	+2.3	+13.3	+2.8
THE BLOOD-HORSE	26	2.25	20,768	1,008	21,776	20,732	1,070	21,802	+0.2	-5.8	-0.1
BOATING	6	2.95	139,524	48,533	188,057	140,535	51,672	192,207	-0.7	-6.1	-2.2
BON APPETIT	6	2.50	1,231,288	93,908	1,325,196	1,166,453	133,826	1,300,279	+5.6	-29.8	+1.9
BOP	6	1.95	17,442	162,079	179,521	19,908	158,263	178,171	-12.4	+2.4	+0.8
BOSTON MAGAZINE	6	1.95	99,915	27,279	127,194	102,153	26,816	128,969	-2.2	+1.7	-1.4
BOWLING DIGEST	3	2.25	79,292	7,190	86,482	90,485	7,571	98,056	-12.4	-5.0	-11.8
BOYS' LIFE	6	1.50	1,441,247		1,441,247	1,362,147		1,362,147	+5.8		+5.8
BRIDES	3	4.00	53,350	382,719	436,069	46,874	366,315	413,189	+13.8	+4.5	+5.5
BUSINESS FORMS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS WEEK (INTERNATIONAL)	25	1.75	84,309	12,984	97,293	76,034	11,403	87,437	+10.9	+13.9	+11.3
BUSINESS WEEK (NORTH AMERICA)	25	2.00	810,950	41,417	852,367	760,514	27,708	788,222	+6.6	+49.5	+8.1
BUSINESS WEEK (WORLD WIDE)			895,260	54,401	949,661	836,548	39,111	875,659	+7.0	+39.1	+8.5
BYTE MAGAZINE	6	3.50	300,094	116,125	416,219	296,016	98,224	394,240	+1.4	+18.2	+5.6
CALIFORNIA CITY GROUP			380,932	61,575	442,507	357,926	62,483	420,409	+6.4	-1.5	+5.3
CALIFORNIA MAGAZINE	6	2.00	342,381	14,394	356,775	307,329	19,275	326,604	+11.4	-25.3	+9.2
CAPPER'S	13	.75	375,574		375,574	410,219		410,219	-8.4		-8.4
CAR AND DRIVER	6	2.50	675,624	225,067	900,691	664,719	253,800	918,519	+1.6	-11.3	-1.9
CAR CRAFT	6	2.00	208,578	192,874	401,452	205,123	202,618	407,741	+1.7	-4.8	-1.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
CARS & PARTS	6	1.95	73,623	33,807	107,430	62,853	33,932	96,785	+17.1	-0.4	+11.0
CASHFLOW	6	4.75	9,856		9,856	9,394		9,394	+4.9		+4.9
CAT FANCY	6	2.00	192,021	26,339	218,360	169,886	19,811	189,697	+13.0	+33.0	+15.1
CATHOLIC DIGEST	6	1.50	546,631	45,260	591,891	556,079	51,030	607,109	-1.7	-11.3	-2.5
CATS MAGAZINE	6	2.00	126,625	2,707	129,332	116,815	2,711	119,526	+8.4	-0.1	+8.2
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.25	1,357,608	39,877	1,397,485	1,354,934	36,977	1,391,911	+0.2	+7.8	+0.4
CHERI	6	3.95		198,273	198,273		233,269	233,269		-15.0	-15.0
CHICAGO	6	1.95	182,205	21,867	204,072	180,535	22,423	202,958	+0.9	-2.5	+0.5
THE CHRONICLE OF HIGHER EDUCATION	25	1.95	77,116		77,116	75,779		75,779	+1.8		+1.8
THE CHRONICLE OF THE HORSE	26	1.25	21,224	283	21,507	20,671	288	20,959	+2.7	-1.7	+2.6
CIRCUS	6	2.50	26,784	255,058	281,842	36,935	295,402	332,337	-27.5	-13.7	-15.2
CLASSIC COOKBOOKS FROM PILLSBURY	6	2.25	20,272	366,253	386,525	3,477	364,933	368,410	+483.0	+0.4	+4.9
CLEVELAND MAGAZINE	6	1.95	35,336	8,079	43,415	35,460	8,399	43,859	-0.3	-3.8	-1.0
CLUB	6	4.25	4,366	351,356	355,722	4,572	385,828	390,400	-4.5	-8.9	-8.9
CLUB INTERNATIONAL	6	3.95	914	122,521	123,435	1,076	128,934	130,010	-15.1	-5.0	-5.1
COLONIAL HOMES	3	3.00	425,599	174,903	600,502	379,587	181,071	560,658	+12.1	-3.4	+7.1
COLORADO HOMES & LIFESTYLES	3	2.50	10,511	6,503	17,014	13,133	5,265	18,398	-20.0	+23.5	-7.5
CBS MAGAZINE NETWORK			3,824,393	1,037,466	4,861,859	3,992,153	1,162,626	5,154,779	-4.2	-10.8	-5.7
COLUMBUS MONTHLY	6	1.75	29,638	4,503	34,141	29,346	4,270	33,616	+1.0	+5.5	+1.6
COMMERCE MAGAZINE	6	1.75	7,766	46	7,812	8,560	22	8,582	-9.3	+109.1	-9.0
COMPUTE'	6	3.00	222,542	77,832	300,374	253,147	106,086	359,233	-12.1	-26.6	-16.4
COMPUTE''S GAZETTE	6	3.00	160,026	115,304	275,330	180,896	100,478	281,374	-11.5	+14.8	-2.1
COMPUTER LANGUAGE	6	3.50	36,911	13,206	50,117	25,146	13,109	38,255	+46.8	+0.7	+31.0
THE CONDE NAST LTD.			2,256,078	1,520,909	3,776,987	2,190,720	1,366,073	3,556,793	+3.0	+11.3	+6.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
THE CONDE NAST PACKAGE OF WOMEN			2,002,515	4,261,458	6,263,973	2,017,177	4,069,670	6,086,847	-0.7	+4.7	+2.9
CONNECTICUT MAGAZINE	6	1.95	86,056	7,031	93,087	61,465	6,776	68,241	+40.0	+3.8	+36.4
CONNOISSEUR	6	3.00	299,397	22,450	321,847	300,994	20,058	321,052	-0.5	+11.9	+0.2
CONSUMERS DIGEST	3	2.00	763,299	39,370	802,669	1,032,299	29,472	1,061,771	-26.1	+33.6	-24.4
COOK'S	3	3.00	90,342	46,264	136,606	93,960	50,217	144,177	-3.9	-7.9	-5.3
COSMOPOLITAN	6	1.95	361,767	2,502,576	2,864,343	328,344	2,607,144	2,935,488	+10.2	-4.0	-2.4
COUNTRY HOME	3	2.95	590,207	249,000	839,207	532,431	278,333	810,764	+10.9	-10.5	+3.5
COUNTRY JOURNAL	6	1.95	331,099	27,054	358,153	313,906	21,773	335,679	+5.5	+24.3	+6.7
COUNTRY LIVING	6	1.95	1,105,512	530,703	1,636,215	1,090,642	489,441	1,580,083	+1.4	+8.4	+3.6
COUNTRY MUSIC	3	3.00	358,936		358,936	349,229		349,229	+2.8		+2.8
CRAFTS	6	1.95	291,720	139,711	431,431	317,809	134,934	452,743	-8.2	+3.5	-4.7
CRAFTS 'N THINGS	3	1.95	224,402	70,641	295,043	200,613	59,430	260,043	+11.9	+18.9	+13.5
CREATIVE IDEAS FOR LIVING	6	1.95	754,211	27,956	782,167	753,615	29,775	783,390	+0.1	-6.1	-0.2
CRUISE TRAVEL	3	2.50	135,772	7,238	143,010	141,592	8,257	149,849	-4.1	-12.3	-4.6
CRUISING WORLD	6	2.50	95,648	29,510	125,158	90,638	28,965	119,603	+5.5	+1.9	+4.6
CYCLE	6	1.75	286,565	85,833	372,398	301,011	100,283	401,294	-4.8	-14.4	-7.2
CYCLE WORLD	6	1.75	214,215	85,800	300,015	231,385	94,209	325,594	-7.4	-8.9	-7.9
CYCLIST	5	2.50	37,421	40,829	78,250	21,523	36,397	57,920	+73.9	+12.2	+35.1
D MAGAZINE	6	1.95	66,751	15,031	81,782	67,350	13,776	81,126	-0.9	+9.1	+0.8
DALLAS COWBOYS OFFICIAL WEEKLY	9	1.50	63,285	750	64,035	70,557	374	70,931	-10.3	+100.5	-9.7
DALLAS-FT. WORTH HOME & GARDEN	6	1.95	58,966	5,239	64,205	52,953	9,258	62,211	+11.4	-43.4	+3.2
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.00	34,664	8,780	43,444	32,370	7,137	39,507	+7.1	+23.0	+10.0
DARKROOM PHOTOGRAPHY	3	2.25	60,757	9,751	70,508	62,796	10,241	73,037	-3.2	-4.8	-3.5
DAYTIME TV	6	1.95		147,822	147,822		129,311	129,311		+14.3	+14.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
DAYTIME TV PRESENTS	2	1.95		104,798	104,798		100,027	100,027		+4.8	+4.8
DC COMICS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELAWARE TODAY	6	1.95	14,986	4,156	19,142	12,414	3,401	15,815	+20.7	+22.2	+21.0
DELL CROSSWORD AND VARIETY PUZZLES	3	1.50	5,350	139,433	144,783	6,914	149,200	156,114	-22.6	-6.5	-7.3
DELL CROSSWORD PUZZLES	6	1.50	41,602	175,733	217,335	53,311	194,667	247,978	-22.0	-9.7	-12.4
DELL CROSSWORD SPECIAL	3	1.75	9,032	207,167	216,199	10,134	202,967	213,101	-10.9	+2.1	+1.5
DELL PENCIL PUZZLES AND WORD GAMES	6	1.50	18,197	152,483	170,680	18,613	178,525	197,138	-2.2	-14.6	-13.4
DELL PUZZLE MAGAZINE GROUP			136,068	1,291,134	1,427,202	134,654	1,069,016	1,203,670	+1.1	+20.8	+18.6
DELL WORD SEARCH PUZZLES	6	1.25	12,146	127,867	140,013	15,754	141,683	157,437	-22.9	-9.8	-11.1
DENVER MAGAZINE	6	2.00	12,353	2,197	14,550	13,308	2,546	15,854	-7.2	-13.7	-8.2
DETROIT MONTHLY	6	1.50	50,309	7,038	57,347	32,201	8,091	40,292	+56.2	-13.0	+42.3
DIGITAL AUDIO AND COMPACT DISC REVIEW	6	2.95	46,139	38,269	84,408	31,692	31,853	63,545	+45.6	+20.1	+32.8
DIRT BIKE MAGAZINE	6	2.00	43,129	90,450	133,579	43,470	98,077	141,547	-0.8	-7.8	-5.6
DIRT RIDER	6	2.00	87,397	57,260	144,657	71,710	59,551	131,261	+21.9	-3.8	+10.2
DIRT WHEELS	6	2.25	32,272	68,185	100,457	34,540	75,125	109,665	-6.6	-9.2	-8.4
DISCOVER	6	2.50	1,107,779	177,589	1,285,368	728,308	149,498	877,806	+52.1	+18.8	+46.4
DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	39,757	14,383	54,140	35,664	11,157	46,821	+11.5	+28.9	+15.6
DOG FANCY	6	2.00	104,575	17,301	121,876	92,273	12,388	104,661	+13.3	+39.7	+16.4
DOG WORLD	6	2.50	33,301	31,431	64,732	31,768	30,203	61,971	+4.8	+4.1	+4.5
DUNE BUGGIES AND HOT VWS	6	2.50	34,513	72,789	107,302	35,597	70,637	106,234@	-3.0	+3.0	+1.0
EARLY AMERICAN LIFE	3	2.95	278,837	46,194	325,031	300,538	40,789	341,327	-7.2	+13.3	-4.8
EASYRIDERS	6	2.95	77,170	218,209	295,379	74,452	217,212	291,664	+3.7	+0.5	+1.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
EBONY	6	2.00	1,515,849	229,160	1,745,009	1,498,445	225,804	1,724,249	+1.2	+1.5	+1.2
THE ECONOMIST (NORTH AMERICAN EDITION)	26	3.00	114,250	10,467	124,717	102,746	9,737	112,483	+11.2	+7.5	+10.9
EDUCATION WEEK	24	2.00	34,630		34,630	41,189		41,189	-15.9		-15.9
80 MICRO	6	4.00	55,630	15,340	70,970	72,035	14,596	86,631	-22.8	+5.1	-18.1
EL ARMA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ELECTRIC COMPANY MAGAZINE	5	1.25	240,215	13,030	253,245	247,924	14,080	262,004	-3.1	-7.5	-3.3
THE ELKS MAGAZINE	5	.25	1,551,052		1,551,052	1,609,529		1,609,529	-3.6		-3.6
ELLE	6	2.50	285,084	434,154	719,238	185,083	286,749	471,832	+54.0	+51.4	+52.4
ENDLESS VACATION	3	4.00	497,220	3,422	500,642	437,091		437,091	+13.8		+14.5
ENTREPRENEUR MAGAZINE	6	2.95	98,423	65,360	163,783	67,428	50,481	117,909	+46.0	+29.5	+38.9
EQUUS	6	2.50	99,323	7,556	106,879	102,965	5,376	108,341	-3.5	+40.6	-1.3
ESQUIRE MAGAZINE	6	2.50	572,564	130,047	702,611	552,809	139,184	691,993	+3.6	-6.6	+1.5
ESSENCE	6	1.50	574,130	226,243	800,373	583,266	216,975	800,241	-1.6	+4.3	+0.0
EUROPEAN TRAVEL & LIFE	5	2.95	126,523	39,500	166,023	106,473	34,351	140,824	+18.8	+15.0	+17.9
FAMILY CIRCLE	8	.99	732,470	5,261,857	5,994,327	486,262	6,067,621	6,553,883	+50.6	-13.3	-8.5
FAMILY COMPUTING	6	2.95	375,319	61,224	436,543	358,409	60,027	418,436	+4.7	+2.0	+4.3
THE FAMILY HANDYMAN	5	1.95	1,149,619	56,712	1,206,331	1,166,634	54,417	1,221,051	-1.5	+4.2	-1.2
FEDERAL TIMES	26	1.25	29,203	1,247	30,450	32,133	1,367	33,500	-9.1	-8.8	-9.1
FIELD & STREAM	6	1.95	1,890,927	118,300	2,009,227	1,883,385	118,350	2,001,735	+0.4	+0.0	+0.4
50 PLUS	6	1.50	466,711		466,711	444,146		444,146	+5.1		+5.1
FINANCIAL WORLD	13	2.50	196,712	5,962	202,674	149,953	6,004	155,957	+31.2	-0.7	+30.0
FINE TUNING	6		51,063		51,063	46,351		46,351	+10.2		+10.2
FINS AND FEATHERS	5	1.95	316,641	70,507	387,148	327,839	60,092	387,931	-3.4	+17.3	-0.2
FIREHOUSE	6	2.50	111,222		111,222	110,787		110,787	+0.4		+0.4
FISHING AND HUNTING NEWS	26	1.00	127,169	8,301	135,470	118,899	7,854	126,753	+7.0	+5.7	+6.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
FISHING FACTS	6	1.95	66,424	74,933	141,357	77,511	79,101	156,612	-14.3	-5.3	-9.7
FISHING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	65,547	34,806	100,353	59,547	30,951	90,498	+10.1	+12.5	+10.9
FLOWER & GARDEN MAGAZINE	3	1.50	611,135	13,500	624,635	619,354	11,667	631,021	-1.3	+15.7	-1.0
FLY FISHERMAN	3	3.00	111,745	28,839	140,584	117,981	24,310	142,291	-5.3	+18.6	-1.2
FLYING	6	2.25	260,014	73,700	333,714	260,840	70,273	331,113	-0.3	+4.9	+0.8
FLYING MODELS	6	2.25	10,662	15,763	26,425	11,274	15,879	27,153	-5.4	-0.7	-2.7
FOOD & WINE	6	2.00	682,975	35,220	718,195	645,941	28,292	674,233	+5.7	+24.5	+6.5
FOOTBALL DIGEST	5	1.95	161,571	10,107	171,678	154,451	10,345	164,796	+4.6	-2.3	+4.2
FORBES	14	3.50	696,339	32,120	728,459	695,203	32,032	727,235	+0.2	+0.3	+0.2
FOREIGN AFFAIRS	3	5.95	78,630	12,693	91,323	77,541	13,634	91,175	+1.4	-6.9	+0.2
FORTUNE (INTERNATIONAL)	13	3.50	96,052	8,964	105,016	96,544	7,266	103,810	-0.5	+23.4	+1.2
FORTUNE (NORTH AMERICA)	13	3.50	629,659	37,313	666,972	615,408	26,213	641,621	+2.3	+42.3	+4.0
FORTUNE (WORLDWIDE)	13	3.50	725,711	46,277	771,988	711,952	33,479	745,431	+1.9	+38.2	+3.6
FOUR WHEELER	6	2.50	125,481	129,653	255,134	96,729	116,581	213,310	+29.7	+11.2	+19.6
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FULL CRY	6	1.50	33,915	280	34,195	34,243	238	34,481	-1.0	+17.6	-0.8
GALLERY MAGAZINE	6	3.75	28,861	357,598	386,459	25,301	386,752	412,053	+14.1	-7.5	-6.2
GAME & FISH MAGAZINE			274,787	135,908	410,695						
GAMES	4	2.00	501,604	102,994	604,598	581,138	89,720	670,858	-13.7	+14.8	-9.9
GENESIS	6	3.95	2,096	210,805	212,901	2,131	225,000	227,131	-1.6	-6.3	-6.3
GENTLEMEN'S QUARTERLY	6	3.00	279,826	387,279	667,105	276,044	338,767	614,811	+1.4	+14.3	+8.5
GLAMOUR	6	1.95	695,495	1,551,124	2,246,619	721,212	1,506,362	2,227,574	-3.6	+3.0	+0.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
GLOBE	26	.59	58,217	1,595,526	1,653,743	65,556	1,561,134	1,626,690	-11.2	+2.2	+1.7
GOLF (INCORPORATING GOLFING)	6	1.95	769,408	109,461	878,869	746,940	94,503	841,443	+3.0	+15.8	+4.4
GOLF DIGEST	6	1.95	1,120,822	126,949	1,247,771	1,114,486	105,718	1,220,204	+0.6	+20.1	+2.3
GOLF ILLUSTRATED	5	1.95	207,088	32,678	239,766						
GOLF WORLD	23	1.00	105,779		105,779	101,512		101,512	+4.2		+4.2
GOOD FOOD	6	1.00	554,399	391,632	946,031	1,632	350,619	352,251	+3870.5	+11.7	+168.6
GOOD HOUSEKEEPING	6	1.95	3,531,260	1,644,378	5,175,638	3,457,838	1,683,855	5,141,693	+2.1	-2.3	+0.7
GOURMET	6	2.50	690,963	106,930	797,893	709,836	107,189	817,025	-2.7	-0.2	-2.3
GREAT LAKES FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GRIT	26	.75	510,159	59,909	570,068	486,491	88,633	575,124	+4.9	-32.4	-0.9
GUIDEPOSTS	6	.75	4,339,228		4,339,228	4,281,004		4,281,004	+1.4		+1.4
GUN DOG	3	3.50	61,525	1,448	62,973	66,632		66,632	-7.7		-5.5
GUNS & AMMO	6	2.25	364,616	157,022	521,638	334,843	143,619	478,462	+8.9	+9.3	+9.0
GUNS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HADASSAH MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HANDS-ON ELECTRONICS	6	2.50	16,813	36,392	53,205	17,728	35,843	53,571	-5.2	+1.5	-0.7
HARPER'S BAZAAR	6	2.00	345,914	374,949	720,863	307,583	417,806	725,389	+12.5	-10.3	-0.6
HARPER'S MAGAZINE	6	2.00	151,008	33,933	184,941	130,931	30,032	160,963	+15.3	+13.0	+14.9
HARROWSMITH-(U.S. EDITION)	3	2.95	173,340	16,544	189,884						
HARVARD BUSINESS REVIEW	3	8.50	203,638	4,339	207,977	211,073	5,237	216,310	-3.5	-17.1	-3.9
HEALTH	6	2.25	1,005,650	7,738	1,013,388	1,003,072	11,740	1,014,812	+0.3	-34.1	-0.1
THE HEARST GOLD BUY			2,684,427	1,053,556	3,737,983	2,563,211	1,120,118	3,683,329	+4.7	-5.9	+1.5
THE HEARST HOME BUY			2,139,843	926,787	3,066,630	2,063,594	905,253	2,968,847	+3.7	+2.4	+3.3
HEARST MAN POWER			2,358,412	487,485	2,845,897	2,328,423	524,615	2,853,038	+1.3	-7.1	-0.3
HEARST WOMAN POWER			8,576,292	5,762,746	14,339,038	8,409,376	5,864,742	14,274,118	+2.0	-1.7	+0.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
HIGH FIDELITY	6	2.50	279,157	21,015	300,172	370,963	25,932	396,895	-24.7	-19.0	-24.4
HIGH SOCIETY	6	3.95		261,143	261,143		271,886	271,886		-4.0	-4.0
HIGH TECHNOLOGY	6	3.00	186,928	16,750	203,678	287,973	21,391	309,364	-35.1	-21.7	-34.2
HISTORIC PRESERVATION	3	2.50	168,644	2,921	171,565	160,968	2,185	163,153	+4.8	+33.7	+5.2
HIT PARADER	6	2.95		186,089	186,089		174,768	174,768		+6.5	+6.5
HOME	6	1.95	752,358	137,571	889,929	658,250	134,838	793,088	+14.3	+2.0	+12.2
HOME & AWAY	3	1.00	1,694,125		1,694,125	1,342,185		1,342,185	+26.2		+26.2
HOME MECHANIX	6	1.75	1,121,413	88,950	1,210,363	1,105,280	102,678	1,207,958	+1.5	-13.4	+0.2
THE HOMEOWNER	5	1.95	679,085	21,682	700,767	654,185	29,692	683,877	+3.8	-27.0	+2.5
HONOLULU	6	2.00	29,487	2,469	31,956	29,497	2,727	32,224	+0.0	-9.5	-0.8
HORSE & RIDER	6	1.95	66,305	18,829	85,134	66,742	16,370	83,112	-0.7	+15.0	+2.4
HORSE ILLUSTRATED	6	1.95	48,752	18,107	66,859						
HORSEMAN	6	2.00	121,203	14,406	135,609	124,402	15,787	140,189	-2.6	-8.7	-3.3
HORSEPLAY	6	2.95	42,023	2,668	44,691	45,513	3,850	49,363	-7.7	-30.7	-9.5
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.00	168,141	10,367	178,508	145,771	7,654	153,425	+15.3	+35.4	+16.3
HOT ROD	6	2.25	568,992	280,083	849,075	540,786	279,994	820,780	+5.2	+0.0	+3.4
HOUNDS & HUNTING	6	1.50	9,849	7	9,856	10,497	7	10,504	-6.2	+0.0	-6.2
HOUSE & GARDEN	6	4.00	486,835	85,709	572,544	454,307	86,556	540,863	+7.2	-1.0	+5.9
HOUSE BEAUTIFUL	6	1.95	608,732	221,181	829,913	593,365	234,741	828,106	+2.6	-5.8	+0.2
HOUSTON HOME & GARDEN	6	1.95	87,415	8,545	95,960	72,202	12,929	85,131	+21.1	-33.9	+12.7
IN FASHION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
IN-FISHERMAN	3	2.75	121,305	145,442	266,747	106,513	143,834	250,347	+13.9	+1.1	+6.6
INCIDER	6	2.95	96,129	29,818	125,947	92,575	31,198	123,773	+3.8	-4.4	+1.8
INC.	6	3.00	599,441	30,766	630,207	575,784	25,704	601,488	+4.1	+19.7	+4.8
INDIANAPOLIS MONTHLY	6	1.95	35,544	6,383	41,927	32,347	5,897	38,244	+9.9	+8.2	+9.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
INSIDE SPORTS	6	2.25	238,324	205,136	443,460	210,084	184,414	394,498	+13.4	+11.2	+12.4
INSTRUCTOR	5	2.50	258,442	26	258,468	254,306	55	254,361	+1.6	-52.7	+1.6
INTERNATIONAL COMBAT ARMS	3	2.95	28,513	104,079	132,592	29,630	94,210	123,840	-3.8	+10.5	+7.1
INTERVIEW MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
IRELAND OF THE WELCOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ISLANDS	3	3.50	80,915	26,467	107,382	63,310	21,394	84,704	+27.8	+23.7	+26.8
JET	25	1.25	705,875	156,046	861,921	640,561	149,712	790,273	+10.2	+4.2	+9.1
JUNIOR LEAGUE REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JUNIOR SCHOLASTIC	10	1.75	726,392		726,392	762,580		762,580	-4.7		-4.7
KS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE KIWANIS MAGAZINE	5	.75	280,089		280,089	281,530		281,530	-0.5		-0.5
LADIES' HOME JOURNAL	6	1.50	4,079,434	963,709	5,043,143	4,172,626	948,167	5,120,793	-2.2	+1.6	-1.5
LADY'S CIRCLE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LAKELAND BOATING	6	2.50	29,724	5,534	35,258	33,160	5,743	38,903	-10.4	-3.6	-9.4
LAS VEGAN CITY MAGAZINE	6	2.50	7,121	604	7,725						
LEARNING 87	5	2.50	231,850		231,850	207,842		207,842	+11.6		+11.6
LIFE	6	2.50	1,015,713	668,360	1,684,073	951,632	670,405	1,622,037	+6.7	-0.3	+3.8
LOS ANGELES MAGAZINE	6	2.50	128,291	43,649	171,940	125,475	44,563	170,038	+2.2	-2.1	+1.1
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISIANA LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISVILLE MAGAZINE	6	1.75	25,629	2,193	27,822	19,639	2,137	21,776	+30.5	+2.6	+27.8
M, THE CIVILIZED MAN	6	3.00	81,300	55,718	137,018	72,108	49,234	121,342@	+12.7	+13.2	+12.9
MCCALL'S	6	1.50	4,671,290	677,891	5,349,181	4,676,834	598,594	5,275,428	-0.1	+13.2	+1.4
MCCALL'S NEEDLEWORK & CRAFTS	3	2.95	475,772	124,340	600,112	476,534	176,395	652,929	-0.2	-29.5	-8.1
MACFADDEN WOMEN'S GROUP			1,190,546	856,384	2,046,930	1,317,973	891,234	2,209,207	-9.7	-3.9	-7.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
MADEMOISELLE	6	1.95	323,369	874,243	1,197,612	342,441	861,586	1,204,027	-5.6	+1.5	-0.5
THE MAGAZINE ANTIQUES	6	5.00	55,466	5,112	60,578	57,170	4,329	61,499	-3.0	+18.1	-1.5
MANHATTAN, INC.	6	2.00	65,770	14,258	80,028	51,281	7,848	59,129	+28.3	+81.7	+35.3
MARVEL COMICS			253,770	7,704,469	7,958,239	262,200	6,732,800	6,995,000	-3.2	+14.4	+13.8
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	18,723	3,109	21,832						
METROPOLITAN DETROIT	6	1.00	76,686	9,562	86,248	74,690	6,011	80,701	+2.7	+59.1	+6.9
METROPOLITAN HOME	6	2.50	637,040	80,012	717,052	656,050	64,667	720,717	-2.9	+23.7	-0.5
MIAMI/SOUTH FLORIDA MAGAZINE	6	1.95	26,476	2,610	29,086	26,954	2,303	29,257	-1.8	+13.3	-0.6
MICHIGAN LIVING	6	1.00	948,909		948,909	849,830		849,830	+11.7		+11.7
MID-ATLANTIC COUNTRY	6	1.95	102,185	7,902	110,087	97,311	4,663	101,974	+5.0	+69.5	+8.0
MIDWEST OUTDOORS	6	.95	18,728	19,005	37,733	17,869	21,019	38,888	+4.8	-9.6	-3.0
MILWAUKEE MAGAZINE	6	1.95	38,357	8,932	47,289	36,655	6,132	42,787	+4.6	+45.7	+10.5
MPLS. ST. PAUL MAGAZINE	6	1.95	35,440	13,217	48,657	34,934	12,347	47,281	+1.4	+7.0	+2.9
MODEL RAILROADER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MODERN BRIDE	3	4.00	41,786	341,767	383,553	43,200	296,223	339,423	-3.3	+15.4	+13.0
MODERN MATURITY	3		15,986,938		15,986,938	13,597,330		13,597,330	+17.6		+17.6
MODERN PHOTOGRAPHY	6	2.50	553,295	97,091	650,386	619,038	84,986	704,024	-10.6	+14.2	-7.6
MONEY	6	2.75	1,537,119	341,160	1,878,279	1,418,818	354,053	1,772,871	+8.3	-3.6	+5.9
MOTHER EARTH NEWS	3	3.00	554,933	145,315	700,248	539,920	166,373	706,293	+2.8	-12.7	-0.9
MOTHER JONES	5	1.95	167,585	16,279	183,864	141,754	18,428	160,182	+18.2	-11.7	+14.8
MOTOCROSS ACTION MAGAZINE	6	2.00	25,601	66,656	92,257	22,321	64,251	86,572	+14.7	+3.7	+6.6
MOTOR BOATING & SAILING	6	2.50	106,280	35,183	141,463	108,650	33,817	142,467	-2.2	+4.0	-0.7
MOTOR TREND	6	2.50	536,134	202,830	738,964	558,776	217,884	776,660	-4.1	-6.9	-4.9
MOTORCYCLIST	6	2.00	116,612	93,145	209,757	127,106	80,151	207,257	-8.3	+16.2	+1.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
MOTORHOME	6	2.00	119,936	11,905	131,841	108,658	10,888	119,546	+10.4	+9.3	+10.3
MOTORLAND	3	.50	1,724,533		1,724,533	1,650,483		1,650,483	+4.5		+4.5
MS.	6	2.25	445,015	36,451	481,466	442,519	39,132	481,651	+0.6	-6.9	+0.0
MUSCLE & FITNESS	6	3.95	100,262	462,565	562,827	82,151	427,144	509,295	+22.0	+8.3	+10.5
MUSICIAN	6	2.50	46,711	56,362	103,073	50,418	50,167	100,585	-7.4	+12.3	+2.5
NATION'S BUSINESS	6	2.50	854,749	5,055	859,804	861,700	5,326	867,026	-0.8	-5.1	-0.8
NATIONAL ENQUIRER	26	.65	432,713	4,027,694	4,460,407	439,278	4,065,656	4,504,934	-1.5	-0.9	-1.0
NATIONAL EXAMINER	26	.59	17,851	1,127,171	1,145,022	16,521	1,072,582	1,089,103	+8.1	+5.1	+5.1
NATIONAL FISHERMAN	7	1.95	40,890	10,459	51,349	40,381	11,097	51,478	+1.3	-5.7	-0.3
NATIONAL GEOGRAPHIC	6	2.25	10,396,099	65,238	10,461,337	10,621,447	69,267	10,690,714	-2.1	-5.8	-2.1
NATIONAL GEOGRAPHIC TRAVELER	2	5.60	798,445	153	798,598	865,320	249	865,569	-7.7	-38.6	-7.7
NATIONAL LAMPOON	3	3.95	79,023	179,672	258,695	107,195	173,380	280,575	-26.3	+3.6	-7.8
THE NATIONAL LAW JOURNAL	25	2.00	41,848	127	41,975	38,998	51	39,049	+7.3	+149.0	+7.5
NATIONAL NEWS	3		780,828		780,828	791,636		791,636	-1.4		-1.4
NRTA/AARP NEWS BULLETINS	6		15,523,028		15,523,028	13,169,887		13,169,887	+17.9		+17.9
NATIONAL REVIEW	11	1.95	115,904	4,826	120,730	112,724	3,982	116,706	+2.8	+21.2	+3.4
NATURAL HISTORY	6	2.50	505,418	6,045	511,463	497,408	5,589	502,997	+1.6	+8.2	+1.7
NAVY TIMES	26	1.75	74,353	8,085	82,438	81,077	7,666	88,743	-8.3	+5.5	-7.1
NEVADA MAGAZINE	3	2.25	46,597	5,470	52,067	54,493	6,296	60,789	-14.5	-13.1	-14.3
NEW BODY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW ENGLAND MONTHLY	6	1.95	85,613	14,549	100,162	81,599	10,652	92,251	+4.9	+36.6	+8.6
NEW JERSEY MONTHLY	6	2.00	92,221	16,376	108,597	87,279	15,559	102,838	+5.7	+5.3	+5.6
NEW MEXICO MAGAZINE	6	1.95	87,890	5,064	92,954	84,538	4,006	88,544	+4.0	+26.4	+5.0
THE NEW REPUBLIC	25	1.95	88,597	4,803	93,400	88,905	4,466	93,371	-0.3	+7.5	+0.0
NEW WOMAN	6	1.95	630,742	640,117	1,270,859	572,246	580,366	1,152,612	+10.2	+10.3	+10.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
NEW YORK ALIVE	3	2.45	24,599	615	25,214	25,805	350	26,155@	-4.7	+75.7	-3.6
NEW YORK MAGAZINE	25	1.95	392,939	40,081	433,020	388,259	39,022	427,281	+1.2	+2.7	+1.3
THE NEW YORKER	26	1.75	535,894	28,998	564,892	501,285	33,229	534,514	+6.9	-12.7	+5.7
NEWSWEEK	26	2.00	3,005,995	175,192	3,181,187	2,862,805	190,962	3,053,767	+5.0	-8.3	+4.2
NEWSWEEK INTERNATIONAL (ASIA EDITION)	26	.60	146,120	55,093	201,213	139,279	64,003	203,282	+4.9	-13.9	-1.0
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	26	.83	215,544	90,645	306,189	208,884	110,246	319,130	+3.2	-17.8	-4.1
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	26	.65	32,599	22,620	55,219	32,275	22,783	55,058	+1.0	-0.7	+0.3
NIBBLE MAGAZINE	6	3.25	44,044	21,941	65,985	46,765	25,303	72,068	-5.9	-13.3	-8.4
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH SHORE	6	1.75	25,212	2,496	27,708	21,308	2,078	23,386	+18.3	+20.1	+18.5
OFF-ROAD	6	2.50	27,927	32,610	60,537	37,770	43,643	81,413	-26.1	-25.3	-25.6
OFFICIAL CROSSWORD PUZZLES	6	1.50	23,969	175,467	199,436	21,101	186,800	207,901	+13.6	-6.1	-4.1
OFFICIAL PENCIL PUZZLES & WORD GAMES	3	1.50	11,616	150,467	162,083	13,663	155,167	168,830	-15.0	-3.0	-4.0
OFFICIAL WORD SEARCH PUZZLES	6	1.25	3,456	72,667	76,123	5,373	78,380	83,753	-35.7	-7.3	-9.1
OHIO FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OHIO MAGAZINE	6	1.50	100,382	3,721	104,103	97,825	3,971	101,796	+2.6	-6.3	+2.3
OKLAHOMA HOME & LIFESTYLE	3	2.00	5,632	2,374	8,006	6,426	1,682	8,108	-12.4	+41.1	-1.3
THE OLD HOUSE JOURNAL	3	3.95	97,948		97,948						
OMNI	6	3.00	602,963	287,297	890,260	573,431	282,023	855,454	+5.2	+1.9	+4.1
1,001 HOME IDEAS	6	1.95	1,462,303	46,566	1,508,869	1,488,871	38,405	1,527,276	-1.8	+21.2	-1.2
OPEN WHEEL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OPERA NEWS	10	2.50	117,391	1,737	119,128	117,748	1,789	119,537	-0.3	-2.9	-0.3
OREGON MAGAZINE	3	2.95	20,934	4,467	25,401	23,176	4,556	27,732	-9.7	-2.0	-8.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
OUTDOOR LIFE	6	1.75	1,384,504	135,669	1,520,173	1,379,430	136,831	1,516,261	+0.4	-0.8	+0.3
OUTSIDE	6	1.95	203,519	60,571	264,090	173,254	64,311	237,565	+17.5	-5.8	+11.2
PACIFIC NORTHWEST	5	1.95	61,326	9,185	70,511	56,731	6,084	62,815	+8.1	+51.0	+12.3
PALM BEACH LIFE	6	2.50	15,719	4,252	19,971	13,251	4,178	17,429	+18.6	+1.8	+14.6
PARENTS MAGAZINE	6	1.95	1,603,710	122,437	1,726,147	1,622,570	106,003	1,728,573	-1.2	+15.5	-0.1
PENTHOUSE	6	4.00	246,655	2,003,371	2,250,026	263,693	2,437,451	2,701,144	-6.5	-17.8	-16.7
PEOPLE WEEKLY	26	1.50	1,340,715	1,551,422	2,892,137	1,227,317	1,619,163	2,846,480	+9.2	-4.2	+1.6
PERFORMANCE HORSEMAN	6	2.95	28,995	691	29,686	28,526	804	29,330	+1.6	-14.1	+1.2
PERSONAL COMPUTING	6	3.00	449,222	39,325	488,547	416,655	33,808	450,463	+7.8	+16.3	+8.5
PETERSEN MAGAZINE NETWORK			2,768,342	1,311,410	4,079,752	2,667,223	1,316,766	3,983,989	+3.8	-0.4	+2.4
PETERSEN'S CIRCLE TRACK	6	2.95	69,122	41,788	110,910	61,297	39,880	101,177	+12.8	+4.8	+9.6
PETERSEN'S 4-WHEEL & OFF-ROAD	6	2.50	157,944	125,844	283,788	129,333	142,252	271,585	+22.1	-11.5	+4.5
PETERSEN'S HUNTING	6	2.00	243,712	68,003	311,715	235,397	65,786	301,183	+3.5	+3.4	+3.5
PETERSEN'S PHOTOGRAPHIC	6	2.25	228,409	54,601	283,010	222,441	53,648	276,089	+2.7	+1.8	+2.5
PHILADELPHIA MAGAZINE	6	1.95	119,202	29,607	148,809	113,168	29,236	142,404	+5.3	+1.3	+4.5
PHOENIX HOME & GARDEN	6	2.00	31,879	4,432	36,311	29,199	3,531	32,730	+9.2	+25.5	+10.9
PHOENIX METRO MAGAZINE	6	1.95	27,098	4,041	31,139	29,145	5,037	34,182	-7.0	-19.8	-8.9
PITTSBURGH MAGAZINE	6	1.75	56,190	6,472	62,662	50,297	6,525	56,822	+11.7	-0.8	+10.3
PLANE & PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PLAYBOY	6	3.50	2,332,267	1,339,796	3,672,063	2,647,424	1,253,900	3,901,324	-11.9	+6.9	-5.9
POCKET CROSSWORD PUZZLES	6	1.25	10,700	89,850	100,550	12,247	107,867	120,114	-12.6	-16.7	-16.3
POPULAR HOT RODDING	6	2.00	82,631	152,206	234,837	92,539	149,652	242,191	-10.7	+1.7	-3.0
POPULAR MECHANICS	6	1.50	1,363,564	269,350	1,632,914	1,356,248	286,964	1,643,212	+0.5	-6.1	-0.6
POPULAR PHOTOGRAPHY	6	2.25	662,454	77,700	740,154	765,739	95,532	861,271	-13.5	-18.7	-14.1
POPULAR SCIENCE	6	1.75	1,633,823	206,459	1,840,282	1,633,810	215,079	1,848,889	+0.0	-4.0	-0.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
PRACTICAL HOMEOWNER	5	2.00	681,296	27,208	708,504	676,776	30,465	707,241	+0.7	-10.7	+0.2
PRACTICAL HORSEMAN	6	2.95	53,331	2,421	55,752	52,943	2,303	55,246	+0.7	+5.1	+0.9
PREFERRED TRAVELER	2		902,817		902,817	761,828		761,828	+18.5		+18.5
PREVENTION	6	1.50	2,651,835	204,091	2,855,926	2,646,072	144,176	2,790,248	+0.2	+41.6	+2.4
PRIVATE CLUBS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PRIVATE PILOT	6	2.00	62,036	23,148	85,184						
PSYCHOLOGY TODAY	6	1.95	862,760	92,090	954,850	807,934	87,195	895,129	+6.8	+5.6	+6.7
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	3.00	53,227	723	53,950	49,286	369	49,655	+8.0	+95.9	+8.6
THE QUARTER HORSE JOURNAL	6	2.50	66,332	2,728	69,060	72,577	2,851	75,428	-8.6	-4.3	-8.4
RADIO-ELECTRONICS	6	2.25	164,594	81,230	245,824	159,733	79,579	239,312	+3.0	+2.1	+2.7
RAILROAD MODEL CRAFTSMAN	6	2.25	30,329	41,986	72,315	31,928	44,599	76,527	-5.0	-5.9	-5.5
READER'S DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
REDBOOK	6	1.50	3,231,839	710,140	3,941,979	3,224,969	666,496	3,891,465	+0.2	+6.5	+1.3
RIDER	6	1.50	111,902	18,505	130,407	114,625	18,857	133,482	-2.4	-1.9	-2.3
ROAD & TRACK	6	2.50	432,514	218,000	650,514	443,630	272,150	715,780	-2.5	-19.9	-9.1
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE	3	2.50	56,793	22,417	79,210	61,522	26,113	87,635	-7.7	-14.2	-9.6
RODALE'S ORGANIC GARDENING	6	1.95	1,182,940	5,395	1,188,335	1,190,071	10,117	1,200,188	-0.6	-46.7	-1.0
ROLLING STONE	12	1.95	809,965	260,910	1,070,875	779,097	248,050	1,027,147	+4.0	+5.2	+4.3
THE ROTARIAN	6	.75	505,087		505,087	492,301		492,301	+2.6		+2.6
RUN	6	2.95	142,242	48,795	191,037	132,497	62,791	195,288	+7.4	-22.3	-2.2
RUNNER'S WORLD	6	2.50	269,326	75,806	345,132	220,481	70,213	290,694	+22.2	+8.0	+18.7
RURAL KENTUCKIAN	6		295,381		295,381						
SACRAMENTO MAGAZINE	5	1.95	18,209	3,650	21,859	20,519	3,289	23,808	-11.3	+11.0	-8.2
SAIL	6	2.50	124,650	50,562	175,212	110,517	56,672	167,189	+12.8	-10.8	+4.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SAILING WORLD	6	1.75	36,311	11,678	47,989	33,581	8,854	42,435	+8.1	+31.9	+13.1
ST. LOUIS MAGAZINE, INC.	6	1.95	17,828	6,097	23,925	18,078	4,808	22,886	-1.4	+26.8	+4.5
SALT WATER SPORTSMAN	6	2.50	103,124	25,397	128,521	95,840	24,188	120,028	+7.6	+5.0	+7.1
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	28,493	2,716	31,209	31,715	2,389	34,104	-10.2	+13.7	-8.5
SAN DIEGO MAGAZINE	6	2.00	51,215	11,810	63,025	48,915	11,438	60,353	+4.7	+3.3	+4.4
SAN FRANCISCO FOCUS	6	1.95	201,426	6,116	207,542	183,536	6,482	190,018	+9.7	-5.6	+9.2
SATELLITE ORBIT	6	4.95	320,341	180,118	500,459	264,817	138,804	403,621	+21.0	+29.8	+24.0
THE SATURDAY EVENING POST	4	1.95	525,042	92,925	617,967	557,199	120,837	678,036	-5.8	-23.1	-8.9
SAVVY	6	2.00	383,967	12,831	396,798	347,675	21,229	368,904	+10.4	-39.6	+7.6
SCHOLASTIC HIGH SCHOOL NETWORK			2,129,252		2,129,252	2,179,672		2,179,672	-2.3		-2.3
SCHOLASTIC MAGAZINES			2,855,644		2,855,644	2,942,252		2,942,252	-2.9		-2.9
SCIENCE	26	2.50	152,710		152,710	151,575		151,575	+0.7		+0.7
SCIENCE NEWS	26	1.00	179,242		179,242	158,300		158,300	+13.2		+13.2
THE SCIENCES	3	3.00	49,596	15,769	65,365	50,351	9,584	59,935	-1.5	+64.5	+9.1
SCOUTING	3	.60	993,406		993,406	964,055		964,055	+3.0		+3.0
SEA	6	1.95	34,037	5,294	39,331	41,048	4,351	45,399	-17.1	+21.7	-13.4
SELF	6	1.95	475,794	648,335	1,124,129	468,886	582,150	1,051,036	+1.5	+11.4	+7.0
SESAME STREET MAGAZINE	5	1.25	1,080,740	191,753	1,272,493	940,973	217,715	1,158,688	+14.9	-11.9	+9.8
SEVENTEEN	6	1.50	1,388,845	470,995	1,859,840	1,315,518	488,234	1,803,752	+5.6	-3.5	+3.1
SEW NEWS	6	1.50	151,781	40,173	191,954	116,614	25,052	141,666	+30.2	+60.4	+35.5
SHAPE	6	2.00	218,285	460,064	678,349	157,164	419,317	576,481	+38.9	+9.7	+17.7
SHOOTING TIMES	6	2.25	94,673	105,789	200,462	87,354	106,975	194,329	+8.4	-1.1	+3.2
SIERRA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SIGNATURE	6	2.50	751,629		751,629	763,860		763,860	-1.6		-1.6
16 MAGAZINE	6	1.95	7,901	127,260	135,161	10,041	148,749	158,790	-21.3	-14.4	-14.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SKI (INCORPORATING SKI LIFE)	4	1.75	360,968	79,115	440,083	340,487	69,353	409,840	+6.0	+14.1	+7.4
SKIING	3	1.95	356,937	83,433	440,370	363,175	85,633	448,808	-1.7	-2.6	-1.9
SKIN DIVER MAGAZINE	6	2.95	186,826	37,960	224,786	180,411	31,383	211,794	+3.6	+21.0	+6.1
SMITHSONIAN	6	2.50	2,292,760	9,349	2,302,109	2,270,666	9,503	2,280,169	+1.0	-1.6	+1.0
SNOW WEEK	7	1.75	24,752	108	24,860	24,716	169	24,885	+0.1	-36.1	-0.1
SOAP OPERA DIGEST	13	1.50	345,455	645,980	991,435	298,238	467,133	765,371	+15.8	+38.3	+29.5
SOAP OPERA STARS	3	1.95		94,876	94,876		83,677	83,677		+13.4	+13.4
SOLDIER OF FORTUNE	6	3.00	34,975	111,001	145,976	37,000	134,849	171,849	-5.5	-17.7	-15.1
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		81,661	81,661		80,713	80,713		+1.2	+1.2
SOUTH FLORIDA HOME & GARDEN	6	2.50	19,142	2,480	21,622	15,297	2,911	18,208	+25.1	-14.8	+18.8
SOUTHERN ACCENTS	3	4.00	195,296	49,342	244,638	205,816	52,514	258,330	-5.1	-6.0	-5.3
SOUTHERN HOMES (METRO ATLANTA EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN LIVING	6	2.50	2,098,260	185,379	2,283,639	2,120,407	151,981	2,272,388	-1.0	+22.0	+0.5
SOUTHERN MAGAZINE	6	12.00	210,251	7,667	217,918						
SOUTHERN OUTDOORS	5	1.50	208,875	21,073	229,948	218,650	20,096	238,746	-4.5	+4.9	-3.7
SOUTHWEST ART	6	4.50	51,106	10,654	61,760	43,076	10,480	53,556	+18.6	+1.7	+15.3
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN	6	2.50	7,848	133,420	141,268	5,036	137,809	142,845	+55.8	-3.2	-1.1
SPORT	6	2.00	769,260	162,257	931,517	783,087	153,683	936,770	-1.8	+5.6	-0.6
SPORTING CLASSICS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE SPORTING NEWS	27	2.25	695,989	43,497	739,486	662,616	53,682	716,298	+5.0	-19.0	+3.2
SPORTS AFIELD	6	1.95	422,284	88,088	510,372	419,366	98,467	517,833	+0.7	-10.5	-1.4
SPORTS ILLUSTRATED	26	2.25	2,988,364	162,049	3,150,413	2,738,424	138,278	2,876,702	+9.1	+17.2	+9.5
STAR	26	.69	477,834	3,265,824	3,743,658	208,304	3,351,718	3,560,022	+129.4	-2.6	+5.2
STAR COMICS			33,921	483,967	517,888	18,633	441,417	460,050	+82.0	+9.6	+12.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
STAR HITS	6	1.95	14,792	71,763	86,555	13,895	112,463	126,358	+6.5	-36.2	-31.5
STEREO REVIEW	6	2.25	470,439	61,300	531,739	492,117	63,191	555,308	-4.4	-3.0	-4.2
STOCK CAR RACING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
STREET & SMITH'S BASEBALL	1	2.95		304,755	304,755						
SUCCESS!	5	2.00	382,436	40,583	423,019	358,930	41,515	400,445	+6.5	-2.2	+5.6
SUN	26	.59	3,819	435,002	438,821	2,770	360,001	362,771	+37.9	+20.8	+21.0
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.50	1,352,832	92,350	1,445,182	1,342,657	96,906	1,439,563	+0.8	-4.7	+0.4
SUPER CHEVY	6	2.50	69,111	65,498	134,609	71,358	66,612	137,970	-3.1	-1.7	-2.4
SUPER SHOPPER	1		306,124		306,124	403,090		403,090	-24.1		-24.1
SUPER STOCK & DRAG ILLUSTRATED			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SUPER TEEN	6	1.95		160,305	160,305		167,352	167,352		-4.2	-4.2
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	2.50	355,861	50,500	406,361	303,265	48,200	351,465	+17.3	+4.8	+15.6
TEACHING AND COMPUTERS	5	3.50	42,958		42,958	42,157		42,157	+1.9		+1.9
'TEEN	6	1.75	869,054	302,321	1,171,375	823,591	300,412	1,124,003	+5.5	+0.6	+4.2
TEEN BEAT	6	1.95	48,506	132,617	181,123	20,152	114,806	134,958	+140.7	+15.5	+34.2
TEEN MACHINE	3	1.95		82,731	82,731		90,783	90,783		-8.9	-8.9
TENNIS	6	1.75	466,782	44,030	510,812	464,628	41,751	506,379	+0.5	+5.5	+0.9
TEXAS FISH & GAME	6	1.50	36,713	222	36,935	34,586		34,586	+6.1		+6.8
TEXAS FISHERMAN	6	1.95	55,022	10,374	65,396	52,220	9,455	61,675	+5.4	+9.7	+6.0
TEXAS MONTHLY	6	2.00	242,502	44,195	286,697	236,176	53,079	289,255	+2.7	-16.7	-0.9
3-2-1 CONTACT	5		366,030		366,030	373,123		373,123	-1.9		-1.9
TIME ASIA	26	.67	187,758	47,727	235,485	210,810	58,501	269,311	-10.9	-18.4	-12.6
TIME ATLANTIC	24	.84	434,259	92,638	526,897	431,427	103,846	535,273	+0.7	-10.8	-1.6
TIME LATIN AMERICA	26	1.49	66,847	30,595	97,442	56,955	33,517	90,472	+17.4	-8.7	+7.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
TIME THE WEEKLY NEWSMAGAZINE	26	1.95	4,464,362	233,963	4,698,325	4,602,853	229,542	4,832,395	-3.0	+1.9	-2.8
TOURS & RESORTS	3	2.50	197,752	5,982	203,734	221,045	6,490	227,535	-10.5	-7.8	-10.5
TOWN & COUNTRY	6	3.00	325,941	94,843	420,784	320,223	93,441	413,664	+1.8	+1.5	+1.7
TRAILER LIFE	6	2.00	302,591	18,248	320,839	287,389	19,017	306,406	+5.3	-4.0	+4.7
TRAINS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TRAVEL & LEISURE	6	3.00	1,103,985	15,213	1,119,198	1,043,675	11,905	1,055,580	+5.8	+27.8	+6.0
TRAVELER	3	1.15	217,326	909	218,235						
TRUE STORY	6	1.25	1,092,902	256,311	1,349,213	1,172,853	271,417	1,444,270	-6.8	-5.6	-6.6
TURTLE MAGAZINE FOR PRESCHOOL KIDS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TV CROSSWORDS	9	1.25	113,002	253,156	366,158	23,445	267,733	291,178	+382.0	-5.4	+25.8
TV GUIDE	26	.60	8,887,994	8,393,961	17,281,955	8,440,901	8,433,576	16,874,477	+5.3	-0.5	+2.4
TV PICTURE LIFE	5	2.00		140,054	140,054		124,920	124,920		+12.1	+12.1
TV WORD GAMES	6	1.25		60,083	60,083		38,510	38,510		+56.0	+56.0
ULTRASPORT	PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE										
UNIQUE HOMES	3	6.95	42,058	33,500	75,558	41,286	34,133	75,419	+1.9	-1.9	+0.2
U.S. NEWS & WORLD REPORT	25	1.95	2,295,601	55,712	2,351,313	2,201,467	54,476	2,255,943	+4.3	+2.3	+4.2
UNIX/WORLD	6	3.00	23,865	7,383	31,248	18,892	8,586	27,478	+26.3	-14.0	+13.7
US	12	1.50	693,017	387,158	1,080,175	635,148	372,515	1,007,663	+9.1	+3.9	+7.2
VANITY FAIR	6	2.00	343,947	135,954	479,901	312,769	80,304	393,073	+10.0	+69.3	+22.1
VENTURE	6	3.00	358,734	18,224	376,958	304,566	25,927	330,493	+17.8	-29.7	+14.1
VFW AUXILIARY MAGAZINE	3		706,784		706,784	700,455		700,455	+0.9		+0.9
VFW MAGAZINE	6	.20	1,809,293		1,809,293	1,762,542		1,762,542	+2.7		+2.7
VIDEO	6	1.95	307,313	75,222	382,535	262,748	77,371	340,119	+17.0	-2.8	+12.5
VIDEO REVIEW	6	1.95	372,037	77,964	450,001	327,253	83,112	410,365	+13.7	-6.2	+9.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
VISION-THE LATIN AMERICAN MAGAZINE	12	2.00	185,461	17,190	202,651	184,468	17,333	201,801	+0.5	-0.8	+0.4
VOGUE	6	3.00	454,507	805,037	1,259,544	437,764	753,257	1,191,021	+3.8	+6.9	+5.8
VOGUE PATTERNS	3	2.50	122,559	103,608	226,167	128,694	112,686	241,380	-4.8	-8.1	-6.3
"W"	13	2.50	202,825	27,547	230,372	182,996	30,142	213,138	+10.8	-8.6	+8.1
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.50	54,220	742	54,962	48,438	597	49,035	+11.9	+24.3	+12.1
WASHINGTON, THE EVERGREEN STATE MAGAZINE	3	2.95	60,527	14,196	74,723	57,802	12,981	70,783	+4.7	+9.4	+5.6
THE WASHINGTONIAN	6	1.95	101,051	48,272	149,323	101,434	47,427	148,861	-0.4	+1.8	+0.3
WEEKLY WORLD NEWS	26	.5[illegible]	33,361	969,968	1,003,329	30,897	995,417	1,026,314	+8.0	-2.5	-2.2
THE WEEKLY, SEATTLE'S NEWSMAGAZINE	25	.75	23,024	8,586	31,610	21,476	8,760	30,236	+7.2	-2.0	+4.5
WEIGHT WATCHERS MAGAZINE	6	1.75	774,780	155,387	930,167	745,364	155,153	900,517	+3.9	+0.2	+3.3
WEST MICHIGAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE WESTERN HORSEMAN	6	1.95	97,419	61,543	158,962	97,437	60,330	157,767	+0.0	+2.0	+0.8
WESTERN OUTDOORS	5	2.00	131,128	8,987	140,115	137,919	7,325	145,244	-4.9	+22.7	-3.5
WESTWAYS	6	2.00	476,469		476,469	448,882		448,882	+6.1		+6.1
WILDFOWL	3	3.50	28,913	2,720	31,633	23,756		23,756	+21.7		+33.2
WING & SHOT	3	3.50	17,189	2,492	19,681						
WOMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WOMAN'S DAY	8	.89	83,169	5,180,725	5,263,894	63,688	5,568,147	5,631,835	+30.6	-7.0	-6.5
WOMAN'S WORLD	26	.79		1,397,107	1,397,107		1,337,341	1,337,341		+4.5	+4.5
WOMEN'S SPORTS AND FITNESS	6	1.75	290,324	10,384	300,708	195,678	2,585	198,263	+48.4	+301.7	+51.7
WOODENBOAT	3	3.50	55,686	46,598	102,284	55,474	48,427	103,901	+0.4	-3.8	-1.6
THE WORKBASKET	5	1.00	1,762,729	21,800	1,784,529	1,721,402	26,000	1,747,402	+2.4	-16.2	+2.1
WORKBENCH	3	1.50	860,163	36,667	896,830	848,277	36,333	884,610	+1.4	+0.9	+1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
WORKING MOTHER	6	1.95	577,452	14,066	591,518	548,875	15,692	564,567	+5.2	-10.4	+4.8
WORKING WOMAN	6	2.50	782,857	41,981	824,838	720,384	30,469	750,853	+8.7	+37.8	+9.9
WORLD PRESS REVIEW	6	2.95	58,774	2,367	61,141	66,251	2,779	69,030	-11.3	-14.8	-11.4
WORLD TENNIS	6	1.75	358,820	24,239	383,059	348,523	26,017	374,540	+3.0	-6.8	+2.3
WWF MAGAZINE	3	2.25	51,483	161,407	212,890	34,320	103,374	137,694	+50.0	+56.1	+54.6
WRITER'S DIGEST	6	2.00	196,983	23,213	220,196	189,513	25,269	214,782	+3.9	-8.1	+2.5
YACHTING	6	2.50	94,911	41,117	136,028	94,583	41,973	136,556	+0.3	-2.0	-0.4
YANKEE	6	1.95	935,044	65,549	1,000,593	936,290	65,359	1,001,649	-0.1	+0.3	-0.1
YM	5	1.50	697,938	126,075	824,013	712,245	92,231	804,476	-2.0	+36.7	+2.4
CANADA											
ALBERTA/WESTERN REPORT			54,264	3,635	57,899	50,585	3,126	53,711	+7.3	+16.3	+7.8
ALMANACH DU PEUPLE	1	4.95		141,442	141,442		133,139	133,139		+6.2	+6.2
ATLANTIC INSIGHT	6	1.95	33,986	2,331	36,317	36,228	2,835	39,063	-6.2	-17.8	-7.0
BC OUTDOORS	5	2.50	34,875	5,377	40,252	34,044	5,508	39,552	+2.4	-2.4	+1.8
CANADIAN BUSINESS	6	3.00	78,762	9,486	88,248	86,875	9,033	95,908	-9.3	+5.0	-8.0
CANADIAN LIVING	6	1.99	318,329	190,349	508,678	303,857	211,899	515,756	+4.8	-10.2	-1.4
CANADIAN LIVING'S FOOD MAGAZINE	3	2.99	33,335	115,008	148,343	36,843	155,014	191,857	-9.5	-25.8	-22.7
THE CANADIAN SHOPPER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN WORKSHOP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN YACHTING	6	2.50	19,883	3,414	23,297	21,169	3,278	24,447	-6.1	+4.1	-4.7
CHATELAINE	6	2.00	1,000,792	70,987	1,071,779	1,026,582	83,113	1,109,695	-2.5	-14.6	-3.4
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	267,682	19,629	287,311	282,100	22,213	304,313	-5.1	-11.6	-5.6
CITY & COUNTRY HOME	5	2.50	81,168	6,291	87,459	75,655	7,546	83,201	+7.3	-16.6	+5.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
CLIN D'OEIL	6	2.95	10,502	63,404	73,906	9,461	66,358	75,819	+11.0	-4.5	-2.5
COMBINED STATEMENT FOR BC OUTDOORS AND ONTARIO OUT OF DOORS			82,157	14,384	96,541	81,859	14,200	96,059	+0.4	+1.3	+0.5
COMBINED STATEMENT FOR CANADIAN YACHTING AND PACIFIC YACHTING			31,841	8,688	40,529	32,337	8,865	41,202	-1.5	-2.0	-1.6
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)			1,268,474	90,616	1,359,090	1,308,682	105,326	1,414,008	-3.1	-14.0	-3.9
COUP DE PEIGNE	2	2.75	2,935	28,101	31,036	5,209	32,456	37,665	-43.7	-13.4	-17.6
COUP DE POUCE	6	1.89	67,908	77,731	145,639	66,731	80,577	147,308	+1.8	-3.5	-1.1
COUP DE POUCE EXTRA	3	2.99		42,969	42,969		57,505	57,505		-25.3	-25.3
CRAFTS PLUS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CROC	6	2.95	15,539	56,349	71,888	14,204	60,713	74,917	+9.4	-7.2	-4.0
DECORATION CHEZ-SOI	6	2.95	21,416	44,655	66,071	19,460	44,571	64,031	+10.1	+0.2	+3.2
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.50	154,672	11,583	166,255	154,308	12,281	166,589	+0.2	-5.7	-0.2
FILLES D'AUJOURD'HUI	6	2.50	14,162	18,286	32,448	17,782	13,232	31,014	-20.4	+38.2	+4.6
THE FINANCIAL POST	26	1.25	188,483	10,066	198,549	175,869	8,998	184,867	+7.2	+11.9	+7.4
FINANCIAL TIMES OF CANADA	26	1.00	106,897	3,927	110,824	103,719	2,561	106,280	+3.1	+53.3	+4.3
FLARE	6	2.25	195,922	28,312	224,234	196,247	26,857	223,104	-0.2	+5.4	+0.5
HARROWSMITH MAGAZINE	3	3.00	142,597	16,867	159,464	136,634	18,623	155,257	+4.4	-9.4	+2.7
HOCKEY NEWS	22	1.75	82,845	23,445	106,290	80,605	23,266	103,871	+2.8	+0.8	+2.3
L ACTUALITE	6	2.00	243,641	21,829	265,470	244,491	21,241	265,732	-0.3	+2.8	-0.1
LE LUNDI	26	1.79	17,962	79,285	97,247	12,945	82,020	94,965	+38.8	-3.3	+2.4
LE TEMPS DE VIVRE	6	1.95	12,456	9,341	21,797	11,429	8,435	19,864	+9.0	+10.7	+9.7
LEGION MAGAZINE	5	1.00	504,278		504,278	529,907		529,907	-4.8		-4.8
LES IDEES DE MA MAISON	5	2.95	40,532	48,443	88,975	36,014	48,004	84,018	+12.5	+0.9	+5.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
M			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	1.75	634,318	14,227	648,545	632,731	16,550	649,281	+0.3	-14.0	-0.1
THE NEWFOUNDLAND HERALD	26	1.00	1,016	38,835	39,851	1,129	36,208	37,337	-10.0	+7.3	+6.7
ONTARIO OUT OF DOORS	5	2.00	47,282	9,007	56,289	47,815	8,692	56,507	-1.1	+3.6	-0.4
ORAH	2		13,825		13,825	14,508		14,508	-4.7		-4.7
OUTDOOR CANADA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PACIFIC YACHTING	6	2.75	11,958	5,274	17,232	11,168	5,587	16,755	+7.1	-5.6	+2.8
PHOTO LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
QUEBEC SCIENCE	6	2.95	15,555	4,319	19,874	14,571	4,361	18,932	+6.8	-1.0	+5.0
QUEBEC YACHTING VOILE & MOTEUR	5	2.75	5,625	2,176	7,801	5,407	1,666	7,073	+4.0	+30.6	+10.3
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,253,491	81,401	1,334,892	1,273,453	78,014	1,351,467	-1.6	+4.3	-1.2
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS			1,604,723	105,387	1,710,110	1,631,696	102,134	1,733,830	-1.7	+3.2	-1.4
RENOVATION BRICOLAGE	6	2.95	26,718	11,336	38,054	24,449	13,242	37,691	+9.3	-14.4	+1.0
SATURDAY NIGHT	6	3.00	125,133	9,543	134,676	128,033	6,113	134,146	-2.3	+56.1	+0.4
SELECT HOMES	4	2.50	113,686	8,217	121,903						
SELECTION DU READER'S DIGEST	6	2.25	351,232	23,986	375,218	358,243	24,120	382,363	-2.0	-0.6	-1.9
SENTIER CHASSE-PECHE	6	2.95	56,351	21,916	78,267	55,407	20,819	76,226	+1.7	+5.3	+2.7
SOUND & VISION	3	2.50	44,680	1,489	46,169	46,214	1,599	47,813	-3.3	-6.9	-3.4
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.25	310,250	24,983	335,233	345,802	26,437	372,239	-10.3	-5.5	-9.9
TORONTO LIFE	9	2.50	81,244	16,337	97,581	81,099	16,254	97,353	+0.2	+0.5	+0.2
TORONTO LIFE FASHION	3	2.00	115,009	16,873	131,882						
TOURING & TRAVEL	3	2.00	101,799		101,799	126,617		126,617	-19.6		-19.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
TV GUIDE	26	.89	411,057	392,802	803,859	424,855	403,634	828,489	-3.2	-2.7	-3.0
TV HEBDO	26	.95	49,264	221,919	271,183	49,998	222,392	272,390	-1.5	-0.2	-0.4
TV PLUS	26	.85	187	20,770	20,957	125	20,346	20,471	+49.6	+2.1	+2.4
WESTERN SPORTSMAN	3	2.50	27,839	3,275	31,114	25,969	2,869	28,838	+7.2	+14.2	+7.9
WOW!	6	1.99	10,690	24,448	35,138	6,394	32,711	39,105	+67.2	-25.3	-10.1
YOUR MONEY	6	2.75	90,344	12,741	103,085	86,440	19,360	105,800	+4.5	-34.2	-2.6
FOREIGN											
AL MOSTAKBAL	26	.61	1,078	56,228	57,306	1,091	73,505	74,596	-1.2	-23.5	-23.2
KOL AL ARAB			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

ABC Business Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
U.S.					
AD EAST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADMINISTRATIVE MANAGEMENT	UNDER TEMPORARY SUSPENSION OF SERVICE				
ADVERTISING AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK'S MARKETING WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AEROSOL AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AGRICULTURAL ENGINEERING	8,932		8,932	9,150	9,244
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	27,450	1,192	28,642	29,002	29,505
THE AIRCRAFT BULLETIN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIRLINE, SHIP & CATERING ONBOARD SERVICE MAGAZINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
ABA BANKING JOURNAL	33,115	4,572	37,687	38,916	38,328
ACP OBSERVER	57,734		57,734	54,512	56,801
THE AMERICAN FUNERAL DIRECTOR	10,005		10,005	10,012	10,068
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		75,050	75,050	75,036	75,087
THE AMERICAN JOURNAL OF CARDIOLOGY	22,552		22,552	22,461	22,978
THE AMERICAN JOURNAL OF MEDICINE	33,267		33,267	34,228	35,794
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	19,284		19,284	19,241	19,263
THE AMERICAN JOURNAL OF SURGERY	17,235		17,235	17,131	17,558
AMERICAN PAINT & COATINGS JOURNAL	4,235	1,025	5,260	5,385	5,736
THE AMERICAN SCHOOL BOARD JOURNAL	41,163		41,163	41,772	41,752

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
AMERICAN SHOEMAKING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASHRAE JOURNAL	44,889	5,824	50,713	49,643	49,179
AMUSEMENT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ANALYTICAL CHEMISTRY	25,763		25,763	27,095	26,941
ANNALS OF INTERNAL MEDICINE	94,847		94,847	92,597	94,678
APPAREL MERCHANDISING		42,119	42,119	42,001	41,482
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	169,566		169,566	164,311	166,042
ART DIRECTION	8,415		8,415	8,650	8,886
ARTS & ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASSOCIATION MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ATLANTA BUSINESS CHRONICLE	6,856	19,799	26,655	25,434	21,981
AUTOMOTIVE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AVIATION WEEK & SPACE TECHNOLOGY	145,491		145,491	146,049	144,012
BAKING EQUIPMENT		5,007	5,007	5,002	4,844
BALTIMORE BUSINESS JOURNAL	6,692		6,692	6,877	7,284
BETTER ROADS		37,609	37,609	37,842	38,170
BEVERAGE WORLD	11,851	18,279	30,130	29,625	29,430
BILLBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOBBIN MAGAZINE	8,664		8,664	9,069	8,822
BOXBOARD CONTAINERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOXOFFICE	9,564		9,564	9,721	10,112
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	33,153		33,153	33,889	34,260
BROWARD REVIEW	3,208	249	3,457	3,099	
BUILDING SUPPLY HOME CENTERS		43,035	43,035	43,025	40,024

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	8,742		8,742	8,053	7,868
BUSINESS FIRST OF BUFFALO, INC.	8,803		8,803	7,015	6,948
BUSINESS FIRST OF COLUMBUS	9,268		9,268	8,635	8,265
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	11,186		11,186	11,292	11,327
BUSINESS JOURNAL OF NEW JERSEY	4,355	17,035	21,390	19,843	17,656
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	3,940	14,660	18,600	17,638	14,661
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,834		9,834	9,904	10,604
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	11,089		11,089	10,251	9,507
BUSINESS MONTH	5,822	295,767	301,589	301,505	301,500
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	292,715		292,715	280,483	277,057
CALIFORNIA BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANDY INDUSTRY MAGAZINE	3,192	653	3,845	3,728	3,675
CATALOG AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CSM UPSCALE DISCOUNTING	458	12,625	13,083	10,352	8,048
CHAIN STORE AGE EXECUTIVE	1,249	31,043	32,292	31,978	31,954
CHAIN STORE AGE-GENERAL MERCHANDISE TRENDS	2,934	26,361	29,295	27,071	29,557
CHANNELS, THE BUSINESS OF COMMUNICATIONS	6,105	18,571	24,676	28,109	
CHEMICAL AND ENGINEERING NEWS	125,390		125,390	127,162	126,372
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	15,575		15,575	15,570	15,701
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
CITY & STATE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CLASSROOM COMPUTER LEARNING	23,312	57,781	81,093	78,328	
COMMERCIAL WEST	3,079	1,374	4,453	4,685	4,791
COMPUTER + SOFTWARE NEWS		50,730	50,730	43,551	42,849
COMPUTER GRAPHICS TODAY	8,559	26,687	35,246	30,830	26,922
COMPUTER GRAPHICS WORLD	16,278	27,811	44,089	34,846	34,878
COMPUTERWORLD	125,458		125,458	125,501	126,252
CONCRETE CONSTRUCTION	14,540	69,019	83,559	79,989	77,428
CONSTRUCTION BULLETIN	5,034	518	5,552	5,510	5,571
CORPORATE REPORT MINNESOTA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	2,878		2,878	2,861	2,684
CRAIN S CHICAGO BUSINESS	43,819	7,277	51,096	49,345	48,089
CRAIN S CLEVELAND BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN S DETROIT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN S NEW YORK BUSINESS	21,883	51,441	73,324	72,493	72,781
DALLAS/FORT WORTH BUSINESS JOURNAL	7,723	31,790	39,513	39,407	35,555
DATA COMMUNICATIONS	44,248	9,670	53,918	50,894	50,757
DATAMATION		160,100	160,100	160,100	160,100
DECOR	22,145		22,145	21,435	21,128
DEFENSE NEWS	9,727	9,231	18,958	16,043	12,658
THE DENVER BUSINESS JOURNAL	7,332	35	7,367	11,828	13,717
DESIGNERS WEST	29,315	4,361	33,676	29,660	27,540
DIRECT MARKETING MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DISCOUNT STORE NEWS	25,663	531	26,194	26,149	25,824
DO IT YOURSELF RETAILING	29,718	33,184	62,902	63,388	64,432

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
DRUG & COSMETIC INDUSTRY	4,903	7,723	12,626	12,693	12,568
DRUG STORE NEWS	40,995	1,634	42,629	42,015	41,83[illegible]
EDITOR & PUBLISHER-THE FOURTH ESTATE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL CONSTRUCTION & MAINTENANCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WHOLESALING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC LEARNING	17,241	53,199	70,440	80,168	53,974
ELECTRONIC MEDIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC NEWS	50,503	41,572	92,075	88,481	76,614
ELECTRONIC SERVICING & TECHNOLOGY	43,065		43,065	46,772	49,540
EMERGENCY	28,884		28,884	26,976	26,503
ENERGY USER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENR	97,597		97,597	99,085	101,054
ENGINEERING TIMES	61,398	12,745	74,143	72,888	73,111
THE EXECUTIVE EDUCATOR	14,953		14,953	14,803	14,709
FEEDSTUFFS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL ANALYSTS JOURNAL	19,105		19,105	19,341	19,184
FEI THE MAGAZINE FOR FINANCIAL EXECUTIVES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE COMMAND	30,635		30,635	30,537	30,596
FIRE ENGINEERING	37,576		37,576	38,300	39,018
FIRE JOURNAL	37,645		37,645	35,614	34,131
FLOOR COVERING WEEKLY	11,812	9,490	21,302	21,088	21,243
FLOORING	4,720	20,357	25,077	24,466	23,992
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOD TECHNOLOGY	22,345	2,540	24,885	24,875	24,204

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
FOOTWEAR MANUFACTURING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOTWEAR NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FORECAST FOR HOME ECONOMICS	23,909	21,590	45,499	41,157	35,105
FRAMES	20,541		20,541	20,461	20,208
FUELOIL & OIL HEAT MAGAZINE	3,823	7,383	11,206	11,218	11,212
GAS INDUSTRIES		10,161	10,161	10,441	10,795
GEYER'S OFFICE DEALER	13,380	1,562	14,942	15,290	15,778
GIFTS & DECORATIVE ACCESSORIES	34,103		34,103	34,592	34,372
GLASS DIGEST	8,589	2,171	10,760	11,173	10,912
GLASS INDUSTRY	1,857	508	2,365	2,316	2,300
GRAIN AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HARDWARE AGE	7,151	64,001	71,152	71,047	71,119
HAWAII BUSINESS	10,187		10,187	10,051	9,903
HIGHWAY & HEAVY CONSTRUCTION		72,002	72,002	71,500	71,500
HOUSEWARES	2,838	11,117	13,955	13,965	14,201
HOUSTON BUSINESS JOURNAL	10,259	19,895	30,154	26,795	22,798
HYDROCARBON PROCESSING	23,728	5,507	29,235	30,562	31,405
INDIANAPOLIS BUSINESS JOURNAL	14,414		14,414	14,549	14,192
INDUSTRIAL DESIGN	PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE				
INDUSTRY WEEK	2,096	324,239	326,335	328,637	358,707
INSURANCE SALES	24,704		24,704	22,771	23,722
INTERIOR DESIGN	57,615		57,615	56,203	54,834
INTERNATIONAL CONTACT LENS CLINIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTIMATE FASHION NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JET CARGO NEWS	39	21,663	21,702	22,326	21,366

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
THE JEWELERS' CIRCULAR-KEYSTONE	38,728		38,728	39,071	38,732
THE JOURNAL OF ACCOUNTANCY	291,373		291,373	286,077	286,109
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	13,764		13,764	13,983	14,396
LIBRARY JOURNAL	25,258		25,258	24,296	24,356
LIFE INSURANCE SELLING	43,550		43,550	42,893	43,317
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LP/GAS	5,688	9,604	15,292	15,157	15,400
LOCKSMITH LEDGER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LOS ANGELES BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE MANUFACTURING CONFECTIONER	2,619	691	3,310	3,207	3,216
METAL FINISHING	10,359		10,359	10,573	10,526
METRO CHICAGO REAL ESTATE		10,101	10,101	10,238	10,276
MIAMI REVIEW	5,518	364	5,882	5,186	
MICHIGAN BEVERAGE NEWS	5,594	75	5,669	5,663	5,564
MICHIGAN CONTRACTOR & BUILDER	2,702	284	2,986	2,969	3,075
MICHIGAN ROADS AND CONSTRUCTION	1,377	489	1,866	1,871	1,919
MILLING & BAKING NEWS	4,412		4,412	4,361	4,342
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	112,048	18,759	130,807	129,505	129,500
MOTOR	125,323		125,323	125,632	125,591
THE MUSIC TRADES	6,518		6,518	6,420	6,385
NATION'S RESTAURANT NEWS	91,598	62	91,660	87,280	84,037
NATIONAL DEFENSE	37,950	2,463	40,413	39,748	40,198
NATIONAL HOME CENTER NEWS	3,906	39,639	43,545	37,914	35,647

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
NMFA'S COMPETITIVEDGE	UNDER TEMPORARY SUSPENSION OF SERVICE				
THE NATIONAL LOCKSMITH	14,686		14,686	13,448	12,316
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	8,890		8,890	8,953	9,013
THE NATIONAL UNDERWRITER LIFE & MEALTH/ FINANCIAL SERVICES EDITION	13,421	17,174	30,595	13,744	13,488
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/EMPLOYEE BENEFITS EDITION	25,317	14,791	40,108	25,542	25,274
NETWORK WORLD		63,879	63,879	60,877	62,041
NEW JERSEY SUCCESS	1,011	38,584	39,595	39,470	38,964
THE NORTHERN LOGGER AND TIMBER PROCESSOR	12,873		12,873	12,925	12,836
NORTHWESTERN BANKER	3,033	1,068	4,101	4,330	4,525
OIL AND GAS INVESTOR	4,322	77	4,399	5,666	6,784
THE OIL AND GAS JOURNAL	51,094		51,094	54,883	57,648
OPTICAL INDEX	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC BUSINESS NEWS	13,240		13,240	13,108	12,882
PACIFIC FISHING	8,983		8,983	8,730	8,720
PACKAGING DIGEST		99,428	99,428	94,480	91,870
THE PACKER	15,388		15,388	15,150	15,029
PALM BEACH FINANCIAL JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PALM BEACH REVIEW	2,934	262	3,196	3,149	
PAPER SALES	8,563	4,501	13,064	12,706	13,015
PEDIATRICS	43,732		43,732	41,914	42,155
PENNSYLVANIA MEDICINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
PETROLEUM ENGINEER INTERNATIONAL	7,073	29,098	36,171	37,684	37,838
PHILADELPHIA BUSINESS JOURNAL	10,755		10,755	10,661	10,301

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
PIPELINE & GAS JOURNAL	4,755	19,439	24,194	23,981	24,100
PITTSBURGH BUSINESS TIMES-JOURNAL	9,041		9,041	9,114	8,733
PLAYTHINGS	11,727	2,567	14,294	14,498	14,600
POLICE PRODUCT NEWS	40,635		40,635	39,132	37,938
POOL & SPA NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE POULTRY TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	41,864		41,864	43,471	41,291
PROFESSIONAL BUILDER	6,321	136,411	142,732	137,723	135,389
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC RELATIONS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC UTILITIES FORTNIGHTLY	7,523		7,523	7,640	7,457
PUBLISHERS WEEKLY	35,801		35,801	35,354	35,375
PUGET SOUND BUSINESS JOURNAL	5,059	13,076	18,135	17,589	15,376
RAILWAY AGE	12,605	5,730	18,335	18,677	19,271
RAILWAY TRACK AND STRUCTURES	8,530		8,530	9,042	8,955
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,063	20,063	20,566	20,511
RSC REFRIGERATION SERVICE AND CONTRACTING	30,423		30,423	26,556	28,375
RESTAURANTS & INSTITUTIONS		138,035	138,035	134,253	133,092
RISK MANAGEMENT	10,210		10,210	9,993	10,027
ROUGH NOTES	20,136		20,136	20,828	21,485
RUBBER WORLD	3,989	6,845	10,834	11,211	11,392
RURAL ELECTRIFICATION	23,096	974	24,070	22,444	22,345
ST. LOUIS BUSINESS JOURNAL	17,933		17,933	18,567	18,834
SALES AND MARKETING MANAGEMENT	51,420		51,420	52,566	51,790

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
SAN DIEGO BUSINESS JOURNAL	2,187	17,559	19,746	19,050	18,233
SAN FRANCISCO BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAVINGS INSTITUTIONS	26,634		26,634	28,018	27,471
SCHOLASTIC COACH	26,662	10,605	37,267	39,021	37,289
THE SCHOOL ADMINISTRATOR	16,197		16,197	15,912	
SCHOOL ARTS	18,923	1,971	20,894	24,248	23,453
SCHOOL BUSINESS AFFAIRS	6,055		6,055	6,248	
SCHOOL LIBRARY JOURNAL	41,145		41,145	41,249	40,189
SCREEN PRINTING MAGAZINE	11,640	711	12,351	11,828	11,663
SCRIPPS HOWARD BUSINESS JOURNALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEED TRADE NEWS	1,229	2,048	3,277	3,257	3,323
SEED WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	18,068	173	18,241	18,345	17,932
SOAP/COSMETICS/CHEMICAL SPECIALTIES	1,662	14,441	16,103	16,640	16,972
SOUTH FLORIDA BUSINESS JOURNAL	3,236	26,994	30,230	25,865	21,036
THE STANDARD	4,940		4,940	4,836	4,820
SUPERMARKET NEWS	54,737		54,737	55,593	55,575
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		88,266	88,266	84,647	79,216
TELEPHONY	27,219	8,581	35,800	35,721	35,194
TIRE BUSINESS	4,655	11,050	15,705	14,929	
TOBACCO INTERNATIONAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
TRAFFIC WORLD	10,060		10,060	10,494	10,990
TRANSPORT TOPICS	29,887		29,887	30,320	30,861
THE TRAVEL AGENT	33,642	8,890	42,532	42,461	42,411
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	42,425		42,425	42,252	42,892
UNDERWRITERS' REPORT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
VIDEO MANAGER	675	24,521	25,196	25,297	24,551
VIDEOGRAPHY	2,659	24,986	27,645	25,805	25,824
VISUAL MERCHANDISING + STORE DESIGN	12,047	298	12,345	11,923	11,633
WALLCOVERINGS	3,229	13,076	16,305	15,601	15,025
WASHINGTON BUSINESS JOURNAL	2,787	27,026	29,813	30,156	23,906
WJR (WASHINGTON JOURNALISM REVIEW)	15,297	11,114	26,411	30,226	32,642
WATER & WASTES DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE WATERWAYS JOURNAL	6,165		6,165	6,275	6,313
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,313		4,313	4,330	4,330
WESTERN OIL WORLD	3,572	1,864	5,436	5,608	6,209
WILSON LIBRARY BULLETIN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WINES & VINES	4,387		4,387	4,802	4,946
WORLD OIL	3,087	36,796	39,883	40,140	40,257
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,956		6,956	7,194	7,388
COMMUNITY PUBLICATION RATES AND DATA	1,901		1,901	1,968	1,992
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,887		5,887	6,031	6,187

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	5,868		5,868	6,177	6,380
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT RADIO RATES AND DATA	4,119		4,119	4,255	4,368
SPOT TELEVISION RATES AND DATA	4,167		4,167	4,342	4,431
CANADA					
BUSINESS QUARTERLY	9,149	207	9,356	8,794	8,638
CANADIAN TRAVEL PRESS WEEKLY		17,035	17,035	15,710	16,482
CANADIAN UNDERWRITER	7,778		7,778	7,646	8,037
FINANCE	36,811		36,811	29,952	26,676
INFORMATIQUE & BUREAUTIQUE	10,094	11,928	22,022	23,940	22,975
JOURNAL CONSTRUCTO	2,584	4,909	7,493	7,411	7,180
LES AFFAIRES	92,403		92,403	86,284	77,922
MUNICIPAL WORLD	7,632	2,558	10,190	9,430	8,540
QUEBEC CONSTRUCTION	1,991	5,482	7,473	4,509	4,320
REVUE COMMERCE	37,808		37,808	34,622	34,345
TOURISME +, LE JOURNAL DES VOYAGES	1,074	4,345	5,419	5,757	

ABC Farm Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	TOTAL PAID AVERAGES FOR 6 MONTHS ENDED 6/30/86
U.S.					
AMERICAN AGRICULTURIST	50,113		50,113	52,234	53,938
AMERICAN VEGETABLE GROWER	26,012	8,631	34,643	26,335	26,037
ARIZONA FARMER-STOCKMAN	3,059		3,059	2,934	3,050
CALIFORNIA FARMER	52,622		52,622	53,606	54,672
THE CATTLEMAN	18,770	1,326	20,096	19,169	19,761
COLORADO RANCHER AND FARMER	14,378		14,378	15,270	16,413
DROVERS JOURNAL	44,424	3,195	47,619	47,056	51,647
FARM JOURNAL	709,517	184,025	893,542	747,048	812,585
THE FARMER	117,019	6,540	123,559	120,568	126,065
FARMWEEK	27,586		27,586	27,244	27,772
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,866		5,866	5,898	6,205
HARVEST FARM UNIT	316,767	7,589	324,356	306,629	303,340
THE HIGH PLAINS JOURNAL	58,650	380	59,030	60,315	59,625
HOARD'S DAIRYMAN	148,951		148,951	156,915	164,638
IDAHO FARMER-STOCKMAN	14,850		14,850	15,202	15,658
KANSAS FARMER	48,641	7,589	56,230	47,349	47,311
THE KENTUCKY FARMER	29,777	488	30,265	29,191	33,300
MICHIGAN FARMER	57,736		57,736	56,227	55,603
MISSOURI RURALIST	62,021		62,021	58,809	57,147
MONTANA FARMER-STOCKMAN	22,332		22,332	22,820	23,195
THE NATIONAL FUTURE FARMER	410,860		410,860	422,528	415,685
NEBRASKA FARMER	50,166		50,166	52,221	54,536
THE OHIO FARMER	83,878		83,878	81,651	81,407
OKLAHOMA FARMER-STOCKMAN	55,585		55,585	58,822	61,120

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
OKLAHOMA/TEXAS FARMER-STOCKMAN GROUP	178,040		178,040	186,834	189,407
OREGON FARMER-STOCKMAN	16,701		16,701	17,695	19,049
PENNSYLVANIA FARMER	64,490		64,490	62,593	61,872
PRAIRIE FARMER	141,064	5,307	146,371	150,240	153,295
PROGRESSIVE FARMER	497,168	34,612	531,780	527,467	536,071
SUCCESSFUL FARMING	480,218	97,489	577,707	491,422	494,807
TEXAS FARMER-STOCKMAN	122,455		122,455	128,012	128,287
UTAH FARMER-STOCKMAN	6,374		6,374	6,337	6,436
WALLACES FARMER	75,380	13,321	88,701	80,858	83,136
WASHINGTON FARMER-STOCKMAN	21,382		21,382	22,282	23,244
WESTERN FARMER-STOCKMAN MAGAZINES	84,698		84,698	87,270	90,632
WESTERN LIVESTOCK JOURNAL	21,483		21,483	22,645	23,517
WISCONSIN AGRICULTURIST	51,999	4,660	56,659	54,643	55,412
WYOMING STOCKMAN-FARMER	2,704	1,200	3,904	2,831	2,935
CANADA					
CATTLEMEN	39,418		39,418	39,841	40,909
COUNTRY GUIDE	221,011		221,011	220,105	228,675
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	66,195		66,195	60,876	61,670
LA TERRE DE CHEZ NOUS	47,533	1,373	48,906	47,896	47,798
LE BULLETIN DES AGRICULTEURS	87,524		87,524	93,202	100,832
THE WESTERN PRODUCER	132,625		132,625	133,127	138,533

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN	CALIFORNIA FARMER
MAINE	1,967	734		
NEW HAMPSHIRE	1,536	197		
VERMONT	1,993	145		
MASSACHUSETTS	2,562	898		
RHODE ISLAND	346	112		
CONNECTICUT	2,176	413		
NEW ENGLAND	**10,580**	**2,499**		
NEW YORK	30,665	2,389		
NEW JERSEY	3,437	1,301		
PENNSYLVANIA	4,093	2,484		
MIDDLE ATLANTIC	**38,195**	**6,174**		
OHIO		1,872		
INDIANA		1,054		
ILLINOIS		1,256		
MICHIGAN		1,987		
WISCONSIN		836		
EAST NO. CENTRAL		**7,005**		
MINNESOTA		717		
IOWA		458		
MISSOURI		670		
NORTH DAKOTA		68	8	
SOUTH DAKOTA		46	14	
NEBRASKA		196		
KANSAS		376		
WEST NO. CENTRAL		**2,531**	**22**	
DELAWARE		200		
MARYLAND		906		
DISTRICT OF COLUMBIA		56		
VIRGINIA		811		
WEST VIRGINIA		263		
NORTH CAROLINA		1,147		
SOUTH CAROLINA		352		
GEORGIA		574		
FLORIDA		1,412		
SOUTH ATLANTIC		**5,721**		
KENTUCKY		671		
TENNESSEE		590		
ALABAMA		281		
MISSISSIPPI		374		
EAST SO. CENTRAL		**1,916**		
ARKANSAS		244		
LOUISIANA		282		
OKLAHOMA		334		
TEXAS		790		
WEST SO. CENTRAL		**1,650**		
MONTANA		107	17	
IDAHO		562	8	
WYOMING		27	5	
COLORADO		378	20	
NEW MEXICO		112	95	
ARIZONA		209	1,905	424
UTAH		110	12	
NEVADA		24	12	974
MOUNTAIN		**1,529**	**2,074**	**1,398**
ALASKA		73	5	13
WASHINGTON		627	27	
OREGON		744	12	262
CALIFORNIA		3,347	302	50,654
HAWAII		275	2	84
PACIFIC		**5,066**	**348**	**51,013**
MISCELLANEOUS	548			
UNCLASSIFIED			585	782
UNITED STATES	**49,323**	**34,091**	**3,029**	**53,193**
POSSESSIONS & OTHER AREAS		74		3
U. S. & POSSESSIONS, ETC.	**49,323**	**34,165**	**3,029**	**53,196**
CANADA		778	2	20
FOREIGN	37	963	4	50
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**49,360**	**35,906**	**3,035**	**53,266**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE CATTLEMAN	COLORADO RANCHER AND FARMER	THE DROVERS JOURNAL	FARM JOURNAL
MAINE	2		79	1,836
NEW HAMPSHIRE			31	836
VERMONT	1		42	2,453
MASSACHUSETTS	3		77	1,445
RHODE ISLAND			20	188
CONNECTICUT	6		91	1,567
NEW ENGLAND	12		340	8,325
NEW YORK	21		593	19,108
NEW JERSEY	13		112	2,546
PENNSYLVANIA	11		719	26,076
MIDDLE ATLANTIC	45		1,424	47,730
OHIO	24		2,112	40,723
INDIANA	28		2,208	40,850
ILLINOIS	86		4,093	67,906
MICHIGAN	29		960	26,360
WISCONSIN	20		1,008	38,822
EAST NO. CENTRAL	187		10,381	214,661
MINNESOTA	20		1,255	53,511
IOWA	34		3,386	82,181
MISSOURI	121		4,104	41,993
NORTH DAKOTA	8		495	22,610
SOUTH DAKOTA	13		1,007	23,343
NEBRASKA	32	88	2,463	44,761
KANSAS	96	360	2,185	42,465
WEST NO. CENTRAL	324	448	14,895	310,854
DELAWARE			30	1,540
MARYLAND	10		215	5,578
DISTRICT OF COLUMBIA	13		37	78
VIRGINIA	38		1,042	12,325
WEST VIRGINIA	3		585	4,008
NORTH CAROLINA	28		557	18,976
SOUTH CAROLINA	21		253	6,000
GEORGIA	34		899	13,579
FLORIDA	90		527	5,082
SOUTH ATLANTIC	237		4,145	67,166
KENTUCKY	14		1,823	15,104
TENNESSEE	49		1,552	15,318
ALABAMA	49		738	9,865
MISSISSIPPI	50		440	8,592
EAST SO. CENTRAL	162		4,553	48,879
ARKANSAS	111		1,057	11,794
LOUISIANA	183		397	6,521
OKLAHOMA	984		1,748	19,252
TEXAS	16,556		3,058	35,121
WEST SO. CENTRAL	17,836		6,260	72,688
MONTANA	21		460	13,563
IDAHO	4		432	10,528
WYOMING	21	311	427	3,991
COLORADO	74	12,692	1,191	13,010
NEW MEXICO	157	91	369	2,558
ARIZONA	71		264	2,283
UTAH	9		252	3,304
NEVADA	3		113	854
MOUNTAIN	360	13,094	3,508	50,091
ALASKA	4	4	23	184
WASHINGTON	21		413	11,409
OREGON	16		428	8,454
CALIFORNIA	85		849	15,112
HAWAII	17	1	39	120
PACIFIC	143	5	1,752	35,279
MISCELLANEOUS		370		
UNCLASSIFIED				
UNITED STATES	19,306	13,917	47,258	855,683
POSSESSIONS & OTHER AREAS	10		4	13
U. S. & POSSESSIONS, ETC.	19,316	13,917	47,262	855,696
CANADA	40	6	161	163
FOREIGN	423	4	9	257
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	3		13	59
GRAND TOTAL	19,782	13,927	47,445	856,175

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FARMER	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HARVEST FARM UNIT
MAINE				
NEW HAMPSHIRE			1	
VERMONT		1		
MASSACHUSETTS		5	4	
RHODE ISLAND		1		
CONNECTICUT		7		
NEW ENGLAND		14	5	
NEW YORK		37	4	
NEW JERSEY		3	5	2,690
PENNSYLVANIA		74	7	51,508
MIDDLE ATLANTIC		114	16	54,198
OHIO		4,956	8	83,233
INDIANA		19,063	4	
ILLINOIS		281	7	
MICHIGAN		124	3	57,815
WISCONSIN		26	2	
EAST NO. CENTRAL		24,450	24	141,048
MINNESOTA	69,394	11	1	
IOWA		26	1	
MISSOURI		28	8	61,730
NORTH DAKOTA	25,456	3		
SOUTH DAKOTA	21,069	2	1	
NEBRASKA		3	1	
KANSAS		9	3	54,953
WEST NO. CENTRAL	115,919	82	15	116,683
DELAWARE		1		811
MARYLAND		7	5	5,651
DISTRICT OF COLUMBIA		2	1	
VIRGINIA		30	17	
WEST VIRGINIA		38	1	3,195
NORTH CAROLINA		28	10	
SOUTH CAROLINA		1	15	
GEORGIA		16	98	
FLORIDA		32	5,634	
SOUTH ATLANTIC		155	5,781	9,657
KENTUCKY		1,921	5	
TENNESSEE		421	23	
ALABAMA		17	37	
MISSISSIPPI		2	6	
EAST SO. CENTRAL		2,361	71	
ARKANSAS		6	4	
LOUISIANA		2	9	
OKLAHOMA		5		
TEXAS		12	18	
WEST SO. CENTRAL		25	31	
MONTANA		1		
IDAHO		1	1	
WYOMING			1	
COLORADO		4	2	
NEW MEXICO			2	
ARIZONA		3	2	
UTAH		2	1	
NEVADA			1	
MOUNTAIN		12	10	
ALASKA		1		
WASHINGTON		2		
OREGON		2		
CALIFORNIA		18	6	
HAWAII		1	3	
PACIFIC		24	9	
MISCELLANEOUS				
UNCLASSIFIED	1,485			3,929
UNITED STATES	117,404	27,237	5,962	325,515
POSSESSIONS & OTHER AREAS			11	
U. S. & POSSESSIONS, ETC.	117,404	27,237	5,973	325,515
CANADA	45	1	3	3
FOREIGN			20	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	5		2	11
GRAND TOTAL	117,454	27,238	5,998	325,529

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	IDAHO FARMER-STOCKMAN	KANSAS FARMER
MAINE	2	852		
NEW HAMPSHIRE	2	642		
VERMONT		2,391		
MASSACHUSETTS	3	1,044		
RHODE ISLAND		124		
CONNECTICUT	12	976		
NEW ENGLAND	**19**	**6,029**		
NEW YORK	36	13,264		
NEW JERSEY	15	723		
PENNSYLVANIA	45	11,040		
MIDDLE ATLANTIC	**96**	**25,027**		
OHIO	48	7,065		
INDIANA	46	3,979		
ILLINOIS	127	4,188		
MICHIGAN	20	6,599		
WISCONSIN	40	26,099		
EAST NO. CENTRAL	**281**	**47,930**		
MINNESOTA	129	12,165		
IOWA	404	5,049		
MISSOURI	2,572	4,199		
NORTH DAKOTA	178	948		
SOUTH DAKOTA	488	1,384	2	
NEBRASKA	8,952	1,630		
KANSAS	23,879	2,447		54,953
WEST NO. CENTRAL	**36,602**	**27,822**	**2**	**54,953**
DELAWARE	6	151		
MARYLAND	9	1,864		
DISTRICT OF COLUMBIA	10	67		
VIRGINIA	27	2,284		
WEST VIRGINIA	6	496		
NORTH CAROLINA	23	1,511		
SOUTH CAROLINA	12	507		
GEORGIA	25	1,091		
FLORIDA	24	1,009		
SOUTH ATLANTIC	**142**	**8,980**		
KENTUCKY	26	3,979		
TENNESSEE	28	2,787		
ALABAMA	17	542		
MISSISSIPPI	30	861		
EAST SO. CENTRAL	**101**	**8,169**		
ARKANSAS	143	1,340		
LOUISIANA	29	720		
OKLAHOMA	8,769	1,427		
TEXAS	4,791	2,918		
WEST SO. CENTRAL	**13,732**	**6,405**		
MONTANA	112	325	121	
IDAHO	62	903	13,831	
WYOMING	305	106	39	
COLORADO	6,282	709		
NEW MEXICO	483	231		
ARIZONA	81	321	21	
UTAH	54	526	97	
NEVADA	20	104	82	
MOUNTAIN	**7,399**	**3,225**	**14,191**	
ALASKA	11	91	8	
WASHINGTON	49	2,003	122	
OREGON	46	881	180	
CALIFORNIA	188	2,907		
HAWAII	1	42		
PACIFIC	**295**	**5,924**	**310**	
MISCELLANEOUS				
UNCLASSIFIED			146	937
UNITED STATES	**58,667**	**139,511**	**14,649**	**55,890**
POSSESSIONS & OTHER AREAS		205		
U. S. & POSSESSIONS, ETC.	**58,667**	**139,716**	**14,649**	**55,890**
CANADA	47	5,584	4	
FOREIGN	12	2,251	1	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		45		2
GRAND TOTAL	**58,726**	**147,596**	**14,654**	**55,892**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE KENTUCKY FARMER	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT	1			
NEW ENGLAND	**1**			
NEW YORK	12			
NEW JERSEY				
PENNSYLVANIA	6			
MIDDLE ATLANTIC	**18**			
OHIO	200			
INDIANA	159			
ILLINOIS	55			
MICHIGAN	30	57,815		
WISCONSIN	4			
EAST NO. CENTRAL	**448**	**57,815**		
MINNESOTA	6			
IOWA	9			
MISSOURI	43		61,730	
NORTH DAKOTA	1			74
SOUTH DAKOTA	1			41
NEBRASKA	1			
KANSAS	1			
WEST NO. CENTRAL	**62**		**61,730**	**115**
DELAWARE				
MARYLAND	9			
DISTRICT OF COLUMBIA	3			
VIRGINIA	40			
WEST VIRGINIA	37			
NORTH CAROLINA	38			
SOUTH CAROLINA	11			
GEORGIA	11			
FLORIDA	58			
SOUTH ATLANTIC	**207**			
KENTUCKY	29,806			
TENNESSEE	161			
ALABAMA	12			
MISSISSIPPI	1			
EAST SO. CENTRAL	**29,980**			
ARKANSAS	5			
LOUISIANA	3			
OKLAHOMA	2			
TEXAS	23			
WEST SO. CENTRAL	**33**			
MONTANA				19,861
IDAHO	1			87
WYOMING				1,347
COLORADO	2			
NEW MEXICO				
ARIZONA	7			37
UTAH	1			15
NEVADA	1			21
MOUNTAIN	**12**			**21,368**
ALASKA	1			18
WASHINGTON	2			171
OREGON	3			76
CALIFORNIA	12			
HAWAII	1			1
PACIFIC	**19**			**266**
MISCELLANEOUS				
UNCLASSIFIED		546	796	281
UNITED STATES	**30,780**	**58,361**	**62,526**	**22,030**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**30,780**	**58,361**	**62,526**	**22,030**
CANADA	31	2	1	19
FOREIGN				2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			4	
GRAND TOTAL	**30,811**	**58,363**	**62,531**	**22,051**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER-STOCKMAN
MAINE	269			
NEW HAMPSHIRE	707			
VERMONT	585			
MASSACHUSETTS	750			
RHODE ISLAND	282			
CONNECTICUT	1,660			
NEW ENGLAND	**4,253**			
NEW YORK	5,306			
NEW JERSEY	1,772			
PENNSYLVANIA	10,414			
MIDDLE ATLANTIC	**17,492**			
OHIO	18,870		83,233	
INDIANA	9,425			
ILLINOIS	14,559			
MICHIGAN	6,528			
WISCONSIN	18,330			
EAST NO. CENTRAL	**67,712**		**83,233**	
MINNESOTA	11,739			
IOWA	11,937	98		
MISSOURI	15,173			
NORTH DAKOTA	4,680			
SOUTH DAKOTA	3,218	169		
NEBRASKA	6,146	47,577		
KANSAS	6,548	398		
WEST NO. CENTRAL	**59,441**	**48,242**		
DELAWARE	999			
MARYLAND	2,102			
DISTRICT OF COLUMBIA	218			
VIRGINIA	13,435			
WEST VIRGINIA	5,520			
NORTH CAROLINA	16,589			
SOUTH CAROLINA	4,551			
GEORGIA	11,949			
FLORIDA	13,660			
SOUTH ATLANTIC	**69,023**			
KENTUCKY	12,561			
TENNESSEE	13,413			
ALABAMA	22,102			
MISSISSIPPI	9,177			
EAST SO. CENTRAL	**57,253**			
ARKANSAS	13,340			181
LOUISIANA	9,741			
OKLAHOMA	17,866			53,050
TEXAS	49,099			
WEST SO. CENTRAL	**90,046**			**53,231**
MONTANA	1,948			
IDAHO	3,218			
WYOMING	1,435	59		
COLORADO	2,695	540		
NEW MEXICO	2,798			
ARIZONA	2,997			
UTAH	2,468			
NEVADA	493			
MOUNTAIN	**18,052**	**599**		
ALASKA	162	5		6
WASHINGTON	7,100			
OREGON	3,424			
CALIFORNIA	25,463			
HAWAII	354	1		4
PACIFIC	**36,503**	**6**		**10**
MISCELLANEOUS		553		1,354
UNCLASSIFIED			1,080	
UNITED STATES	**419,775**	**49,400**	**84,313**	**54,595**
POSSESSIONS & OTHER AREAS	1,790			
U. S. & POSSESSIONS, ETC.	**421,565**	**49,400**	**84,313**	**54,595**
CANADA	5	5		1
FOREIGN	36	14		3
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		3	5	
GRAND TOTAL	**421,606**	**49,422**	**84,318**	**54,599**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	OKLAHOMA/TEXAS FARMER-STOCKMAN GROUP	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE				3
NEW HAMPSHIRE				3
VERMONT				1
MASSACHUSETTS				14
RHODE ISLAND				1
CONNECTICUT				8
NEW ENGLAND				**30**
NEW YORK				82
NEW JERSEY			2,690	38
PENNSYLVANIA			51,508	128
MIDDLE ATLANTIC			**54,198**	**248**
OHIO				1,141
INDIANA				54,799
ILLINOIS				78,252
MICHIGAN				1,030
WISCONSIN				738
EAST NO. CENTRAL				**135,960**
MINNESOTA				83
IOWA				172
MISSOURI				740
NORTH DAKOTA				4
SOUTH DAKOTA				5
NEBRASKA				21
KANSAS				34
WEST NO. CENTRAL				**1,059**
DELAWARE			811	4
MARYLAND			5,651	29
DISTRICT OF COLUMBIA				12
VIRGINIA				62
WEST VIRGINIA			3,195	8
NORTH CAROLINA				32
SOUTH CAROLINA				23
GEORGIA				29
FLORIDA				331
SOUTH ATLANTIC			**9,657**	**530**
KENTUCKY				899
TENNESSEE				155
ALABAMA				38
MISSISSIPPI				19
EAST SO. CENTRAL				**1,111**
ARKANSAS	181			33
LOUISIANA	90			15
OKLAHOMA	53,050			35
TEXAS	117,800			107
WEST SO. CENTRAL	**171,121**			**190**
MONTANA		30		7
IDAHO		42		5
WYOMING		4		6
COLORADO				58
NEW MEXICO	1,297			16
ARIZONA		13		90
UTAH		6		10
NEVADA		45		10
MOUNTAIN	**1,297**	**140**		**202**
ALASKA	13	13		5
WASHINGTON		123		23
OREGON		15,765		6
CALIFORNIA				139
HAWAII	9			3
PACIFIC	**22**	**15,901**		**176**
MISCELLANEOUS	2,391			
UNCLASSIFIED		176	570	9
UNITED STATES	**174,831**	**16,217**	**64,425**	**139,515**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**174,831**	**16,217**	**64,425**	**139,515**
CANADA	2	3		39
FOREIGN	10	2		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**174,843**	**16,222**	**64,425**	**139,554**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	UTAH FARMER-STOCKMAN
MAINE		215		
NEW HAMPSHIRE		130		
VERMONT		464		
MASSACHUSETTS		303		
RHODE ISLAND		41		
CONNECTICUT		290		
NEW ENGLAND		**1,443**		
NEW YORK		9,860		
NEW JERSEY		783		
PENNSYLVANIA		11,004		
MIDDLE ATLANTIC		**21,647**		
OHIO	9,079	27,680		
INDIANA	7,923	33,998		
ILLINOIS	10,832	60,749		
MICHIGAN	795	19,209		
WISCONSIN	889	30,337		
EAST NO. CENTRAL	**29,518**	**171,973**		
MINNESOTA	440	50,114		
IOWA	5,234	57,622		
MISSOURI	16,875	31,208		
NORTH DAKOTA		23,483		
SOUTH DAKOTA		23,862		
NEBRASKA	764	29,891		
KANSAS	8,652	26,857		
WEST NO. CENTRAL	**31,965**	**243,037**		
DELAWARE	1,534	832		
MARYLAND	7,112	2,391		
DISTRICT OF COLUMBIA	66	57		
VIRGINIA	27,202	3,535		
WEST VIRGINIA	8,410	383		
NORTH CAROLINA	47,935	9,976		
SOUTH CAROLINA	17,389	5,028		
GEORGIA	32,892	11,438		
FLORIDA	17,744	3,162		
SOUTH ATLANTIC	**160,284**	**36,802**		
KENTUCKY	28,984	7,023		
TENNESSEE	38,498	9,034		
ALABAMA	34,443	7,762		
MISSISSIPPI	31,471	6,677		
EAST SO. CENTRAL	**133,396**	**30,496**		
ARKANSAS	28,289	8,067		
LOUISIANA	21,657	3,779	90	
OKLAHOMA	28,025	4,498		
TEXAS	98,521	22,863	117,800	
WEST SO. CENTRAL	**176,492**	**39,207**	**117,890**	
MONTANA		6,515		12
IDAHO		3,482		13
WYOMING		2,192		157
COLORADO	723	7,556		
NEW MEXICO	4,027	283	1,297	
ARIZONA	2,918	841		17
UTAH		515		5,912
NEVADA		197		131
MOUNTAIN	**7,668**	**21,581**	**1,297**	**6,242**
ALASKA	38	129	7	
WASHINGTON		3,735		7
OREGON		3,203		7
CALIFORNIA	890	2,268		
HAWAII	16	75	5	
PACIFIC	**944**	**9,410**	**12**	**14**
MISCELLANEOUS	1,035		1,037	
UNCLASSIFIED				74
UNITED STATES	**541,302**	**575,596**	**120,236**	**6,330**
POSSESSIONS & OTHER AREAS		8		
U. S. & POSSESSIONS, ETC.	**541,302**	**575,604**	**120,236**	**6,330**
CANADA	10	428	1	3
FOREIGN	40	368	7	1
UNCLASSIFIED	205			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	91	44		
GRAND TOTAL	**541,648**	**576,444**	**120,244**	**6,334**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL
MAINE				12
NEW HAMPSHIRE	3			5
VERMONT	1			2
MASSACHUSETTS	10			19
RHODE ISLAND	1			
CONNECTICUT	9			11
NEW ENGLAND	**24**			**49**
NEW YORK	31			33
NEW JERSEY	21			12
PENNSYLVANIA	33			30
MIDDLE ATLANTIC	**85**			**75**
OHIO	55			59
INDIANA	40			49
ILLINOIS	531			161
MICHIGAN	47			36
WISCONSIN	107			47
EAST NO. CENTRAL	**780**			**352**
MINNESOTA	1,350			101
IOWA	79,916			208
MISSOURI	871			215
NORTH DAKOTA	14	3	85	187
SOUTH DAKOTA	273		57	322
NEBRASKA	541			662
KANSAS	137			674
WEST NO. CENTRAL	**83,102**	**3**	**142**	**2,369**
DELAWARE	2			2
MARYLAND	31			23
DISTRICT OF COLUMBIA	5			7
VIRGINIA	26			34
WEST VIRGINIA	2			3
NORTH CAROLINA	22			40
SOUTH CAROLINA	4			13
GEORGIA	18			38
FLORIDA	77			71
SOUTH ATLANTIC	**187**			**231**
KENTUCKY	20			29
TENNESSEE	18			49
ALABAMA	11			28
MISSISSIPPI	6			15
EAST SO. CENTRAL	**55**			**121**
ARKANSAS	53			123
LOUISIANA	6			60
OKLAHOMA	25			958
TEXAS	124			1,706
WEST SO. CENTRAL	**208**			**2,847**
MONTANA	12	100	20,141	606
IDAHO	4	137	14,118	830
WYOMING	6	4	1,556	596
COLORADO	110		20	1,477
NEW MEXICO	23		95	382
ARIZONA	149	11	2,004	614
UTAH	8	12	6,054	535
NEVADA	9		291	780
MOUNTAIN	**321**	**264**	**44,279**	**5,820**
ALASKA	5	14	58	21
WASHINGTON	26	20,301	20,751	729
OREGON	26	117	16,157	1,767
CALIFORNIA	215		302	6,540
HAWAII	2		3	28
PACIFIC	**274**	**20,432**	**37,271**	**9,085**
MISCELLANEOUS				
UNCLASSIFIED	5	158	1,420	
UNITED STATES	**85,041**	**20,857**	**83,112**	**20,949**
POSSESSIONS & OTHER AREAS				4
U. S. & POSSESSIONS, ETC.	**85,041**	**20,857**	**83,112**	**20,953**
CANADA	8	6	37	210
FOREIGN		2	12	13
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**85,049**	**20,865**	**83,161**	**21,176**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE	2	
NEW HAMPSHIRE		
VERMONT	1	
MASSACHUSETTS	4	
RHODE ISLAND		
CONNECTICUT		
NEW ENGLAND	**7**	
NEW YORK	7	
NEW JERSEY	3	
PENNSYLVANIA	11	
MIDDLE ATLANTIC	**21**	
OHIO	7	
INDIANA	10	
ILLINOIS	394	
MICHIGAN	129	
WISCONSIN	53,673	
EAST NO. CENTRAL	**54,213**	
MINNESOTA	146	
IOWA	54	
MISSOURI	17	
NORTH DAKOTA	4	
SOUTH DAKOTA	4	
NEBRASKA	6	
KANSAS	6	
WEST NO. CENTRAL	**237**	
DELAWARE	1	
MARYLAND	3	
DISTRICT OF COLUMBIA		
VIRGINIA	3	
WEST VIRGINIA	2	
NORTH CAROLINA	6	
SOUTH CAROLINA		
GEORGIA	8	
FLORIDA	43	
SOUTH ATLANTIC	**66**	
KENTUCKY	4	
TENNESSEE	12	
ALABAMA		
MISSISSIPPI		
EAST SO. CENTRAL	**16**	
ARKANSAS	11	
LOUISIANA	2	
OKLAHOMA	7	
TEXAS	17	
WEST SO. CENTRAL	**37**	
MONTANA	1	
IDAHO	5	
WYOMING	3	3,279
COLORADO	13	
NEW MEXICO	5	
ARIZONA	42	
UTAH	3	
NEVADA	3	
MOUNTAIN	**75**	**3,279**
ALASKA	3	
WASHINGTON	11	
OREGON	8	
CALIFORNIA	33	
HAWAII	2	
PACIFIC	**57**	
MISCELLANEOUS		
UNCLASSIFIED	3	564
UNITED STATES	**54,732**	**3,843**
POSSESSIONS & OTHER AREAS		
U. S. & POSSESSIONS, ETC.	**54,732**	**3,843**
CANADA		
FOREIGN	1	
UNCLASSIFIED		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		
GRAND TOTAL	**54,733**	**3,843**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY				
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET	SOYBEAN MARKET
MAINE	1,836	1,836			
NEW HAMPSHIRE	836	836			
VERMONT	2,453	2,453			
MASSACHUSETTS	1,445	1,445			
RHODE ISLAND	188	188			
CONNECTICUT	1,567	1,567			
NEW ENGLAND	**8,325**	**8,325**			
NEW YORK	19,108	19,108			
NEW JERSEY	2,546	2,546			2,546
PENNSYLVANIA	26,076	26,076			
MIDDLE ATLANTIC	**47,730**	**47,730**			**2,546**
OHIO	40,723	40,723			40,723
INDIANA	40,850	40,850			40,850
ILLINOIS	67,906	67,906			67,906
MICHIGAN	26,360	26,360			26,360
WISCONSIN	38,822	38,822			
EAST NO. CENTRAL	**214,661**	**214,661**			**175,839**
MINNESOTA	53,511	53,511		53,511	53,511
IOWA	82,181	82,181			82,181
MISSOURI	41,993	41,993			41,993
NORTH DAKOTA	22,610	22,610		22,610	22,610
SOUTH DAKOTA	23,343	23,343		23,343	23,343
NEBRASKA	44,761	44,761		44,761	44,761
KANSAS	42,465	42,465		42,465	42,465
WEST NO. CENTRAL	**310,864**	**310,864**		**186,690**	**310,864**
DELAWARE	1,540	1,540			1,540
MARYLAND	5,578	5,578			5,578
DISTRICT OF COLUMBIA	78	78			78
VIRGINIA	12,325		12,325		12,325
WEST VIRGINIA	4,008		4,008		4,008
NORTH CAROLINA	18,976		18,976		18,976
SOUTH CAROLINA	6,000		6,000		6,000
GEORGIA	13,579		13,579		13,579
FLORIDA	5,082		5,082		5,082
SOUTH ATLANTIC	**67,166**	**7,196**	**59,970**		**67,166**
KENTUCKY	15,104		15,104		15,104
TENNESSEE	15,318		15,318		15,318
ALABAMA	9,865		9,865		9,865
MISSISSIPPI					8,592
EAST SO. CENTRAL	**40,287**		**40,287**		**48,879**
ARKANSAS					11,794
LOUISIANA					6,521
OKLAHOMA				19,252	
TEXAS				35,121	
WEST SO. CENTRAL				**54,373**	**18,315**
MONTANA				13,563	
IDAHO				10,528	
WYOMING				3,991	
COLORADO	13,010	13,010		13,010	
NEW MEXICO				2,558	
ARIZONA					
UTAH				3,304	
NEVADA					
MOUNTAIN	**13,010**	**13,010**		**46,954**	
ALASKA				184	
WASHINGTON				11,409	
OREGON				8,454	
CALIFORNIA					
HAWAII					
PACIFIC				**20,047**	
MISCELLANEOUS					
UNCLASSIFIED					
UNITED STATES	**702,043**	**601,786**	**100,257**	**308,064**	**623,609**
POSSESSIONS & OTHER AREAS	13	13		13	13
U. S. & POSSESSIONS, ETC.	**702,056**	**601,799**	**100,257**	**308,077**	**623,622**
CANADA	163	163		163	163
FOREIGN	257	257		257	257
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	59	59		59	59
GRAND TOTAL	**702,535**	**602,278**	**100,257**	**308,556**	**624,101**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET	COTTON EXTRA
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY		2,546		
PENNSYLVANIA				
MIDDLE ATLANTIC		**2,546**		
OHIO	40,723			
INDIANA	40,850			
ILLINOIS	67,906			
MICHIGAN	26,360			
WISCONSIN				
EAST NO. CENTRAL	**175,839**			
MINNESOTA	53,511			
IOWA	82,181			
MISSOURI	41,993		41,993	1,102
NORTH DAKOTA	22,610		22,610	
SOUTH DAKOTA	23,343		23,343	
NEBRASKA	44,761		44,761	
KANSAS	42,465		42,465	
WEST NO. CENTRAL	**310,864**		**175,172**	**1,102**
DELAWARE		1,540		
MARYLAND		5,578		
DISTRICT OF COLUMBIA		78		
VIRGINIA		12,325		
WEST VIRGINIA		4,008		
NORTH CAROLINA		18,976		1,026
SOUTH CAROLINA		6,000		681
GEORGIA		13,579		1,303
FLORIDA		5,082		157
SOUTH ATLANTIC		**67,166**		**3,167**
KENTUCKY		15,104		
TENNESSEE		15,318		1,642
ALABAMA		9,865		1,289
MISSISSIPPI		8,592	8,592	2,459
EAST SO. CENTRAL		**48,879**	**8,592**	**5,390**
ARKANSAS		11,794	11,794	1,585
LOUISIANA		6,521	6,521	1,395
OKLAHOMA			19,252	2,043
TEXAS			35,121	9,879
WEST SO. CENTRAL		**18,315**	**72,688**	**14,902**
MONTANA				
IDAHO				
WYOMING				
COLORADO			13,010	
NEW MEXICO			2,558	452
ARIZONA				695
UTAH				
NEVADA				6
MOUNTAIN			**15,568**	**1,153**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				2,309
HAWAII				3
PACIFIC				**2,312**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**486,703**	**136,906**	**272,020**	**28,026**
POSSESSIONS & OTHER AREAS	13			
U. S. & POSSESSIONS, ETC.	**486,716**	**136,906**	**272,020**	**28,026**
CANADA	163			
FOREIGN	257			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	59			
GRAND TOTAL	**487,195**	**136,906**	**272,020**	**28,026**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT		
	HOG QUALIFIED	BEEF QUALIFIED	DAIRY QUALIFIED
MAINE	55	83	94
NEW HAMPSHIRE	51	63	79
VERMONT	56	136	365
MASSACHUSETTS	89	132	154
RHODE ISLAND	14	23	15
CONNECTICUT	76	113	137
NEW ENGLAND	**341**	**550**	**844**
NEW YORK	1,964	3,869	6,131
NEW JERSEY	171	264	226
PENNSYLVANIA	3,840	7,245	6,107
MIDDLE ATLANTIC	**5,975**	**11,378**	**12,464**
OHIO	10,656	14,210	6,589
INDIANA	14,390	15,815	5,339
ILLINOIS	25,719	32,100	9,425
MICHIGAN	5,812	8,837	6,061
WISCONSIN	11,399	22,931	22,440
EAST NO. CENTRAL	**67,976**	**93,893**	**49,854**
MINNESOTA	23,190	26,242	18,184
IOWA	37,457	36,702	10,842
MISSOURI	18,260	25,035	9,190
NORTH DAKOTA	4,164	10,675	3,076
SOUTH DAKOTA	12,222	16,620	7,022
NEBRASKA	13,338	20,172	3,449
KANSAS	16,783	21,904	9,511
WEST NO. CENTRAL	**125,414**	**157,350**	**61,274**
DELAWARE	53	51	41
MARYLAND	124	168	125
DISTRICT OF COLUMBIA	20	27	17
VIRGINIA	290	370	254
WEST VIRGINIA	68	87	63
NORTH CAROLINA	270	291	225
SOUTH CAROLINA	99	119	81
GEORGIA	206	252	155
FLORIDA	361	443	260
SOUTH ATLANTIC	**1,491**	**1,808**	**1,221**
KENTUCKY	329	461	240
TENNESSEE	336	436	254
ALABAMA	173	260	126
MISSISSIPPI	124	154	96
EAST SO. CENTRAL	**962**	**1,311**	**716**
ARKANSAS	247	312	201
LOUISIANA	103	129	91
OKLAHOMA	334	610	274
TEXAS	797	1,116	652
WEST SO. CENTRAL	**1,481**	**2,167**	**1,218**
MONTANA	1,899	4,447	884
IDAHO	883	2,361	942
WYOMING	508	1,664	346
COLORADO	2,222	5,180	1,298
NEW MEXICO	87	189	68
ARIZONA	290	410	178
UTAH	125	285	148
NEVADA	65	130	56
MOUNTAIN	**6,079**	**14,666**	**3,920**
ALASKA	45	66	43
WASHINGTON	719	1,912	713
OREGON	711	1,889	658
CALIFORNIA	709	1,118	637
HAWAII	39	31	24
PACIFIC	**2,223**	**5,016**	**2,075**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**211,942**	**288,139**	**133,586**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**211,942**	**288,139**	**133,586**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**211,942**	**288,139**	**133,586**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS		
	HOG	BEEF	DAIRY
MAINE	55	82	93
NEW HAMPSHIRE	50	62	77
VERMONT	56	134	359
MASSACHUSETTS	88	126	149
RHODE ISLAND	13	23	15
CONNECTICUT	74	107	129
NEW ENGLAND	**336**	**534**	**822**
NEW YORK	1,778	3,172	5,102
NEW JERSEY	168	257	219
PENNSYLVANIA	3,580	6,851	5,747
MIDDLE ATLANTIC	**5,526**	**10,280**	**11,068**
OHIO	9,818	13,202	5,999
INDIANA	13,289	14,669	5,004
ILLINOIS	22,912	28,982	8,692
MICHIGAN	5,476	8,312	5,572
WISCONSIN	10,660	21,466	20,795
EAST NO. CENTRAL	**62,155**	**86,631**	**46,062**
MINNESOTA	19,809	22,249	15,279
IOWA	33,474	32,797	9,893
MISSOURI	16,364	22,898	8,382
NORTH DAKOTA	3,408	8,653	2,456
SOUTH DAKOTA	9,942	13,203	6,120
NEBRASKA	11,554	17,494	3,035
KANSAS	15,807	20,379	9,030
WEST NO. CENTRAL	**110,358**	**137,673**	**54,195**
DELAWARE	51	48	40
MARYLAND	118	161	121
DISTRICT OF COLUMBIA	18	23	15
VIRGINIA	282	361	251
WEST VIRGINIA	67	86	61
NORTH CAROLINA	266	282	221
SOUTH CAROLINA	91	108	78
GEORGIA	199	244	152
FLORIDA	261	322	209
SOUTH ATLANTIC	**1,353**	**1,635**	**1,148**
KENTUCKY	301	432	229
TENNESSEE	320	416	246
ALABAMA	165	247	120
MISSISSIPPI	120	148	94
EAST SO. CENTRAL	**906**	**1,243**	**689**
ARKANSAS	207	262	185
LOUISIANA	98	122	90
OKLAHOMA	291	537	261
TEXAS	720	998	624
WEST SO. CENTRAL	**1,316**	**1,919**	**1,160**
MONTANA	1,587	3,368	745
IDAHO	850	2,279	902
WYOMING	451	1,387	318
COLORADO	1,843	4,346	1,121
NEW MEXICO	81	167	67
ARIZONA	190	261	131
UTAH	121	274	144
NEVADA	57	119	51
MOUNTAIN	**5,180**	**12,201**	**3,479**
ALASKA	35	53	39
WASHINGTON	650	1,674	663
OREGON	661	1,772	602
CALIFORNIA	656	1,013	603
HAWAII	39	31	24
PACIFIC	**2,041**	**4,543**	**1,931**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**189,171**	**256,659**	**120,554**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**189,171**	**256,659**	**120,554**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**189,171**	**256,659**	**120,554**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	38	453	22	48	
NOVA SCOTIA	520	4,927	283	632	
PRINCE EDWARD ISLAND	191	2,328	393	435	
NEW BRUNSWICK	772	6,687	276	580	
QUEBEC	810	4,506	268	777	4,506
ONTARIO	13,410	66,932	11,528	11,850	66,932
MANITOBA	3,310	25,182	2,979	2,460	
SASKATCHEWAN	6,528	50,262	4,041	3,261	
ALBERTA	11,344	50,801	6,081	4,680	
BRITISH COLUMBIA	2,343	11,547	645	1,046	
NORTHWEST TERRITORIES	3	124	2	1	
YUKON TERRITORY	18	98	2	1	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**39,287**	**223,847**	**26,520**	**25,771**	**71,438**
BRITISH COMMONWEALTH	10	21		4	
UNITED STATES	105	141	28	27	
FOREIGN	39	101	17	24	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**39,441**	**224,110**	**26,565**	**25,826**	**71,438**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		5	1	1	12
NOVA SCOTIA		42	3	4	118
PRINCE EDWARD ISLAND		43	6	3	45
NEW BRUNSWICK		31	276	2,815	133
QUEBEC		97	47,413	82,756	183
ONTARIO		892	910	2,211	2,521
MANITOBA		12,098	25	12	12,991
SASKATCHEWAN		28,814	14	8	71,150
ALBERTA		20,740	33	46	33,242
BRITISH COLUMBIA		1,500	6	7	11,741
NORTHWEST TERRITORIES		6	1	1	77
YUKON TERRITORY		15			99
MISCELLANEOUS		6			
UNCLASSIFIED					
TOTAL CANADA		**64,289**	**48,688**	**87,864**	**132,312**
BRITISH COMMONWEALTH					18
UNITED STATES		653	83	6	112
FOREIGN		187	76	22	24
UNCLASSIFIED		4			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL		**65,133**	**48,847**	**87,892**	**132,466**

*Publisher's Statement Not Filed By Press Time

ABC Religious Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 06/30/87 SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 06/30/86 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	129,058		129,058#	129,018	+0.0
JEWISH EXPONENT	50,054	38	50,092	50,268	+0.4
THE JEWISH NEWS	21,565		21,565	21,009	+2.6
THE JEWISH WEEK	84,165	791	84,956	84,498	+0.5
THE LONG ISLAND CATHOLIC	135,668		135,668#	137,468	+1.3
THE TABLET	69,169	22,762	91,931#	89,119	+3.2

RELIGIOUS PUBLICATION USING THE CONGREGATION-WIDE SUBSCRIPTION PLAN

- **FAS-FAX Reports on Daily and Weekly Newspapers**

  Three companion pieces to this volume are issued each April and October. They provide vital, convenient data on U.S. daily newspapers, Canadian daily newspapers, and weekly newspapers in both countries.

- **Audit Reports and Publisher's Statements**

  For more detailed circulation and market information, these individual reports are issued regularly on all ABC publisher members.

- **How to Read an ABC Magazine Publisher's Statement**

  How to Read an ABC Business Publication Publisher's Statement

  How to Read an ABC Newspaper Audit Report

  Presentations, available in both 3/4-inch videotape and printed booklet format, explain the ABC Publisher's Statements, paragraph by paragraph. Booklets are available free upon request. Loan of the tapes is free or copies can be purchased for $50 each.

- **ABC/Data Bank Services**

  Computerized circulation data on over 1,700 daily and weekly newspapers and over 185 leading magazines, business and farm publications are available to provide customized reports to your specifications. Population and household data are also available or you can factor in data of your own or from other sources. Data is available on personal computer diskette, on-line, magnetic tape and in hard-copy, laser-printed reports.

- **Canadian Newspaper Circulation FACTBOOK**

  A handy volume, this breaks out circulation facts by individual daily and weekly newspaper, by county or census division, by province or major market, and includes a ranking of newspapers by circulation and markets by households.

- **Daily Newspaper Circulation Rate Book**

  This shows single-copy prices, weekly and monthly rates for all ABC-member daily newspapers and takes note of any recent change in price. Prices are shown for daily, Sunday, and daily and Sunday.

- **Blue Books**

  Loose-leaf bound volumes, these contain all the Publisher's Statements for publications within a given category.

- **ABC ... What it is ... What it does ... How its services are used**

  "This is the ABC," 3/4-inch videotape presentation is an excellent base for personnel training, seminar, and classroom programs for free loan use.

Other Services to Make Your ABC Membership More Valuable

For more information on any of these services, or for a free booklet outlining these and ABC's other services to advertising and publishing, write:

ABC Member Information
900 North Meacham Road
Schaumburg, IL 60173-4968

Audit Bureau of Circulations

900 N. Meacham Road
Schaumburg, IL 60173-4968

Member Service Offices in:
NEW YORK: 420 LEXINGTON AVENUE,
NEW YORK, NEW YORK 10170
TORONTO: 335 BAY STREET, TORONTO
ONTARIO, CANADA M5H 2R3

September 11, 1987

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended June 30, 1987

This supplement provides circulation data on publications that filed their regular June 30, 1987 Publisher's Statements subsequent to preparations of FAS-FAX report. Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

Audit Bureau of Circulations
900 N. Meacham Road
Schaumburg, IL 60173-4968

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,531,688		1,531,688	1,527,455		1,527,455	+0.3		+0.3
AMERICANA	3	2.50	316,753	8,433	325,186	274,485	8,432	282,917@	+15.4	+0.0	+14.9
ASTRONOMY	6	2.00	118,852	48,363	167,215	122,308	52,162	174,470	-2.8	-7.3	-4.2
BUSINESS FORMS & SYSTEMS	12	3.50	6,011		6,011	5,996		5,996	+0.3		+0.3
CAT FANCY	6	2.00	192,021	26,334	218,355	169,886	19,811	189,697	+13.0	+32.9	+15.1
FAMILY & HOME OFFICE COMPUTING	6	2.95	375,319	61,224	436,543	358,409	60,027	418,436	+4.7	+2.0	+4.3
FISHING WORLD	3	1.50	317,410	21,444	338,854						
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES	3	1.75	553,580		553,580	498,870		498,870@	+11.0		+11.0
GOOD FOOD	6	1.00	554,399	391,632	946,031	1,632	350,619	352,251	+33870.5	+11.7	+168.6
GUNS MAGAZINE	6	2.00	86,143	30,027	116,170	89,641	35,905	125,546	-3.9	-16.4	-7.5
THE HEARST GOLD BUY			2,684,427	1,053,556	3,737,983	2,010,402	980,934	2,991,336	+33.5	+7.4	+25.0
HEARST MAN POWER			2,358,412	487,485	2,845,897						
IN FASHION	3	2.50	19,789	169,481	189,270	15,290	216,963	232,253	+29.4	-21.9	-18.5
INTERVIEW MAGAZINE	6	2.50	91,304	68,192	159,496						
LADY'S CIRCLE	2	1.75	9,370	51,030	60,400	8,945	70,310	79,255	+4.8	-27.4	-23.8
LOTTERY PLAYERS	6	2.50	140,169	6,497	146,666						
LOUISIANA LIFE	3	2.50	27,353	5,711	33,064	31,117	5,845	36,962	-12.1	-2.3	-10.5
MODEL RAILROADER	6	2.50	110,588	71,309	181,897	107,860	70,793	178,653	+2.5	+0.7	+1.8
NEW BODY	4	2.50		84,470	84,470		80,977	80,977		+4.3	+4.3
NEW ENGLAND MONTHLY	6	1.95	87,613	12,497	100,110	81,599	10,652	92,251	+7.4	+17.3	+8.5
OPEN WHEEL	3	2.95	20,898	29,986	50,884	18,875	31,628	50,503	+10.7	-5.2	+0.8
PLANE & PILOT	6	2.50	51,479	18,562	70,041	51,707	18,417	70,124	-0.4	+0.8	-0.1
READER'S DIGEST	6	1.79	16,045,981	803,570	16,849,551	16,356,944	943,157	17,300,101	-1.9	-14.8	-2.6
SIERRA	3	2.50	321,244	7,847	329,091	294,719	8,359	303,078	+9.0	-6.1	+8.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 06/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 06/30/86 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE. SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SOUTHWEST ART	6	4.50	50,609	10,654	61,263	43,076	10,480	53,556	+17.5	+1.7	+14.4
SPECTRUM	6		260,464		260,464	252,368		252,368	+3.2		+3.2
STOCK CAR RACING	6	2.75	39,571	40,579	80,150	34,217	42,473	76,690	+15.6	-4.5	+4.5
STREET & SMITH'S BASEBALL	1	3.50		304,755	304,755						
SUPER STOCK & DRAG ILLUSTRATED	6	2.50	16,297	34,778	51,075	15,485	32,052	47,537	+5.2	+8.5	+7.4
TRAINS	6	2.50	59,863	27,880	87,743	50,510	28,906	79,416	+18.5	-3.5	+10.5
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		302,999		302,999	303,714		303,714@	-0.2		-0.2
WEST MICHIGAN MAGAZINE	6	2.00	19,549	683	20,232	20,475	578	21,053	-4.5	+18.2	-3.9
WOMAN	4	1.95	2,315	478,207	480,522	2,678	472,606	475,284	-13.6	+1.2	+1.1
WOMAN'S DAY	8	.99	83,169	5,180,725	5,263,894	63,688	5,568,147	5,631,835	+30.6	-7.0	-6.5
CANADA											
OUTDOOR CANADA	5	2.50	134,061	9,790	143,851	138,290	10,181	148,471	-3.1	-3.8	-3.1
FOREIGN											
KOL AL ARAB	25	1.20	400	58,077	58,477	400	62,671	63,071	+0.0	-7.3	-7.3
VEA	26	.95	8,847	47,478	56,325	9,317	47,816	57,133	-5.0	-0.7	-1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	.6/30/86
U.S.					
ADVERTISING AGE	90,702		90,702	89,379	88,937
ADWEEK	60,355	6,207	66,562	69,794	78,822
ADWEEK NETWORK	69,735	14,846	84,581	81,862	
ADWEEK'S MARKETING WEEK	9,379	8,639	18,018	12,068	
AEROSOL AGE	2,304	3,914	6,218	5,951	5,907
AMERICAN GLASS REVIEW	818	589	1,407	1,357	1,193
AMUSEMENT BUSINESS	12,042	887	12,929	12,136	12,318
ARTS & ACTIVITIES	18,853		18,853	19,593	19,466
ASSOCIATION MANAGEMENT	16,437		16,437	15,364	14,690
AUTOMOTIVE NEWS	68,022		68,022	65,623	65,638
BILLBOARD	44,900		44,900	46,770	46,223
BOXBOARD CONTAINERS	4,808	9,206	14,014	13,512	13,442
CALIFORNIA BUSINESS	47,006	25,027	72,033	53,691	52,092
CATALOG AGE	331	12,236	12,567	12,759	12,542
CINCINNATI BUSINESS COURIER	7,830		7,830	7,180	6,306
CITY & STATE	4,424	26,295	30,719	31,304	31,129
CLASSROOM COMPUTER LEARNING	20,856	50,782	71,638	78,328	
CORPORATE REPORT MINNESOTA	12,294	6,556	18,850	19,576	20,672
CRAIN'S CLEVELAND BUSINESS	7,947	17,193	25,140	25,141	25,199
CRAIN'S DETROIT BUSINESS	24,946	6,678	31,624	31,429	31,178
DIRECT MARKETING MAGAZINE	17,581		17,581	17,096	15,883
ELECTRICAL CONSTRUCTION & MAINTENANCE	45,992	54,734	100,726	100,637	98,291
ELECTRICAL WHOLESALING	16,841	3,249	20,090	19,597	19,313
ELECTRICAL WORLD	6,678	34,621	41,299	40,570	39,815

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
ELECTRONIC MEDIA	11,636	13,058	24,694	24,219	24,407
ELECTRONIC SERVICING & TECHNOLOGY	43,168		43,168	46,772	49,540
ENERGY USER NEWS	13,616		13,616	13,929	14,527
FOOTWEAR MANUFACTURING	859	2,375	3,234	3,355	3,443
FOOTWEAR NEWS	21,558		21,558	21,630	21,721
GRAIN AGE	347	7,848	8,195	8,158	7,775
INDUSTRIAL DESIGN	15,073		15,073	13,602	12,806
INTERNATIONAL CONTACT LENS CLINIC	3,862	9,846	13,708	14,227	14,334
INTIMATE FASHION NEWS	4,135	830	4,965	4,879	5,507
LOCKSMITH LEDGER	17,692		17,692	17,597	17,415
NATIONAL PETROLEUM NEWS	13,591		13,591	13,860	15,215
OPTICAL INDEX	2,821	17,669	20,490	29,486	29,793
POOL & SPA NEWS	6,445	5,587	12,032	12,020	
THE POULTRY TIMES	12,563		12,563	12,476	11,771
POWER	31,012	25,945	56,957	56,405	56,420
PUBLIC RELATIONS JOURNAL	17,508		17,508	16,920	16,500
SEAFOOD BUSINESS	1,052	15,009	16,061	14,756	11,840
SEED WORLD	3,118	3,978	7,096	4,925	4,077
TRAVEL WEEKLY	42,442		42,442	42,252	42,892
UNDERWRITERS' REPORT	5,447		5,447	5,338	5,307
WATER & WASTES DIGEST		97,430	97,430	100,703	100,321
WESTERN OIL WORLD	3,572	1,544	5,116	5,608	6,209
WILSON LIBRARY BULLETIN	13,630		13,630	13,975	14,093

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
REFERENCE PERIODICALS					
DATA SOURCES	15,161		15,161	15,845	19,096

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 06/30/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86	6/30/86
U.S.					
CANADA					
COUNTRY LIFE IN BRITISH COLUMBIA	9,552		9,552	9,673	9,694

	COUNTRY LIFE IN BRITISH COLUMBIA
NEWFOUNDLAND	
NOVA SCOTIA	9
PRINCE EDWARD ISLAND	
NEW BRUNSWICK	
QUEBEC	13
ONTARIO	88
MANITOBA	35
SASKATCHEWAN	88
ALBERTA	93
BRITISH COLUMBIA	9,236
NORTHWEST TERRITORIES	
YUKON TERRITORY	
MISCELLANEOUS	
UNCLASSIFIED	
TOTAL CANADA	9,562
BRITISH COMMONWEALTH	2
UNITED STATES	9
FOREIGN	
UNCLASSIFIED	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	
GRAND TOTAL	9,573